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THE NATIONAL NEWSPAPER OF MARKETING

AA's Crichton to Succeed Gamble as 4A's President

CORONADO, CAL., Oct. 19—John Henderson Crichton, editor of ADVERTISING AGE, today was named president-elect of the American Assn. of Advertising Agencies. Mr. Crichton will succeed Frederic R. Gamble, who is scheduled to retire next May.

Mr. Crichton, at 42, is a 20-year veteran at ADVERTISING AGE. He joined AA's Chicago staff in 1941 after having worked in the promotion department of LaSalle Steel

John Crichton Frederic Gamble

Co. He was subsequently assigned to AA's Washington office, and after serving as a lieutenant (j.g.) in the Navy during World War II, he returned to AA, this time with the New York editorial staff.

In 1949, Mr. Crichton was named executive editor of the newspaper, and on Jan. 1, 1958, he became editor, succeeding S. R. Bernstein, who advanced to editorial director.

A graduate of the University of

(Continued on Page 2)

Business Papers May Hit $1 Billion by '70: Lasser

ABP Told Industry May Become Largest Ad Medium of All

CHICAGO, Oct. 19—The business paper field is recovering from the recession "much faster than normally would have been anticipated"; total advertising revenue may hit $530,000,000, compared with $546,000,000 last year (the peak year); and trends indicate the total may exceed $600,000,000 in 1962, and top $1 billion by 1970.

This cheerful report was handed in at the annual fall conference of the Associated Business Publications yesterday by J. K. Lasser & Co.

James Kobak and Jack Hand, Lasser partners, took a look at recent trends in the business paper field to predict enormous growth during the next decade:

"In 1960 there were 2,275 business papers. By 1970 there can be 3,000. In 1960 distribution of business papers amounted to 45,000,000 per issue. By 1970 there can be 75,000,000 distribution. In 1960,

(Continued on Page 12)

License Cutback Might Help Radio Improve, Says Ford

LEXINGTON, KY., Oct. 19—Federal Communications Commissioner Frederick W. Ford today lined up with radio industry leaders who have been urging the commission to consider the need for restrictions on the number of new stations coming on the air.

Existing FCC policies provide for approval of every station that can be physically accommodated. Commissioner Ford said today that competition is so severe in many populated areas that it may be forcing managers to concentrate on survival instead of good service.

■ While he said he is not prepared to advocate a change in FCC policy at this time, he would like Congress to provide money so that the commission could appraise the

(Continued on Page 12)

Dentists Battle Over Toothpaste Ad Policies

ADA Hits Colgate, Votes Down Plan to Ban Rating Used by Crest

PHILADELPHIA, Oct. 19—Procter & Gamble won a victory today for its Crest toothpaste, and its major competitor in this field, Colgate-Palmolive Co., drew censure for its "misleading advertising."

The house of delegates at the 102nd annual convention of the American Dental Assn. rejected a resolution offered by the North Carolina delegation to eliminate Group B classification for brand name proprietary products. In effect, this would have removed even the partial approval of Crest as an effective anti-caries dentifrice.

The vote was 292 to reject the resolution, and 72 to accept, with 52 abstaining. This action endorsed a report by the reference committee on dental research and therapeutics, which recommended rejection of the resolution.

■ At the same time, delegates approved a resolution offered by the same committee that "the council on dental therapeutics be requested to take all necessary steps to prevent the misinterpretation through advertising of its action on therapeutic agents, particularly dentifrices, by the public."

The vote, which started at 7 a.m. today, followed several days of invective and bitter personal attacks against those who requested action to eliminate any brand name approval. Dr. W. R. Alstadt, of Little Rock, Ark., who wrote and circulated the original letter asking for such action, spoke up at the reference committee hearings. He told ADVERTISING AGE, after being "double talked" by members of the council on dental therapeutics, that charges he was be-

(Continued on Page 12)

NEW FROM LEVER—*Lever Bros. is testing Golden Glow, a premium margarine made from safflower oil, in Syracuse, Providence, Columbus and Ft. Wayne, using newspapers and television. Sullivan, Stauffer, Colwell & Bayles is the agency.*

Admen's Judgment of Ads May Not Be Relevant to Public's Attitude: Cox

Tap Public's Views to Offset Interchange's Bias, Chairman Advises 4A's

CORONADO, CAL., Oct. 18—Advertising and its image continued in the spotlight this week as the American Assn. of Advertising Agencies moved to the Pacific Coast for its western region meeting.

The three-day session, concluded here today, was largely a repeat of the Four A's program at its central region meeting in Chicago last week (AA, Oct. 16). Much of the discussion in Coronado, as in Chicago, centered on an off-the-record rundown of a "thought leader" attitude study completed recently by Group Attitudes Corp., and commissioned last spring by the Four A's. The study was detailed in closed session by John G. Mapes, of Hill & Knowlton, parent company of Group Attitudes

(for other coverage of this study see Page 3 and editorial on Page 16).

■ Advertising that might be objectionable to the public at large might not affect the professional adman, and vice versa. This is one reason why the ad business must be concerned with internal standards as well as with its external image, Edwin Cox, chairman of the executive committee of Kenyon & Eckhardt and of Four A's, told the western session *(for other news of Mr. Cox see story on Page 81).*

Citing the work of the joint copy interchange committee of the Four A's and the Assn. of National Advertisers, Mr. Cox warned that professionals sometimes lose touch with what the public considers objectionable advertising.

"One of the committee's apparent limitations," Mr. Cox said, "is that the kinds of criticisms received from professional advertising people differ considerably from those reported in studies of the public at large.

■ "For example, 75% of criticisms in public studies arise from television, while only about 20% of those recently received in the interchange concern this medium.

"Is it because it's easier to clip and send in print ads than to note station and time of tv broadcast? Or is it because advertising people do not listen to commercials as

(Continued on Page 116)

Ads Don't Do What Admen Say: Warne Anti-Ad Case 'Insubstantial': Harding

For other news of the Boston Conference see Page 3.

BOSTON, Oct. 17—The Boston Conference on Distribution is seldom remarkable for its verbal swordplay, but the repartee and the ripostes were flying as Colston E. Warne, Amherst economics professor and head of Consumers Union, engaged with Harry Harding, exec vp of Young & Rubicam, and former chairman of the Four A's.

Dr. Warne got the first turn at bat, and he had plenty to say in criticism of advertising.

Consumers have no quarrel with advertising as such, he said, but the medium is misused and has been altered into a medium for promotion of brands, frequently neglecting product information. Mr. Warne commented, "We are witnessing a rededication to truth in advertising" and to the "unsoiled sale," and noted the public relations campaign to improve the image of advertising. He thinks these are not enough.

■ "Payola of one kind or another," he said, "seems to be the accepted modus operandi in a good deal of merchandising effort." He thought payola in advertising came in the cooperative and allowance programs, and said it was "no secret in industry that these bribes to

(Continued on Page 110)

Last Minute News Flashes

P&G Tests Star Dust Dry Bleach

CINCINNATI, Oct. 20—Newest Procter & Gamble Co. product is Star Dust dry bleach, now being tested in the Albany-Schenectady and Grand Rapids areas via tv, r.o.p. color and Sunday comics. The premium-price heavy duty bleach is using a "whiteness" selling theme. Benton & Bowles, New York, is the agency.

Owens-Illinois Interviews Three Agencies

TOLEDO, Oct. 20—Owens-Illinois Glass Co., now considering decentralization, has interviewed three agencies, but emphasized there is no dissatisfaction with J. Walter Thompson Co., New York, the present agency. Meldrum & Fewsmith, Cleveland; Clinton E. Frank Inc., Chicago; and Campbell-Mithun, Minneapolis, were interviewed. The company reportedly wanted information on some smaller agencies in case decentralization should result in one or more of its five major divisions seeking a new agency. No more agencies will be invited, the company said. Billings are about $1,500,000, most of it from Libbey glass.

Vickers & Benson, Ogilvy Get Bristol-Myers Business

TORONTO, Oct. 20—Bristol-Myers of Canada has pulled its products out of Ronalds-Reynolds, effective Jan. 1. Ogilvy, Benson & Mather gets Ban deodorant and Ipana; Vickers & Benson adds Bufferin, Ingram lather shave, Minit-Rub and 4-Way cold tablets to its other B-M products. No ad figures were released, but Ogilvy's share has been estimated at $650,000. OB&M has also added about $250,000 worth of billings from Rowntree Co., which moved its Aero and Coffee Crisp bars and fruit pastilles from J. Walter Thompson Co.

(Additional News Flashes on Page 109)

Shaw Resumes Presidency as Guerrant Resigns

Agency Head Also Announces Appointment of Brand as Exec VP

CHICAGO, Oct. 20—Some key personnel shifts were disclosed this week at John W. Shaw Advertising.

Mr. Shaw, currently board chairman, will assume the post of president as well as retaining his board chairman's job. He succeeds David E. Guerrant, who has resigned and

David E. Guerrant John Shaw

will announce his plans next month.

Perry Brand, who resigned two months ago as vp and chairman of the plans board of Clinton E. Frank Inc. (AA, Aug. 7), has joined Shaw

(Continued on Page 110)

Fels' $4,000,000 Account to Manoff

Agency's Billing Has Zoomed to $15,000,000 From $3,900,000 in '59

PHILADELPHIA, Oct. 19—Fels & Co. has named Richard K. Manoff Inc., New York, to handle its $4,000,000 account, effective Jan. 1. Fels was resigned last week by Aitkin-Kynett Co., Philadelphia, because of differences over Fels' new marketing philosophies (AA, Oct. 16).

Manoff, which reported billings of $3,900,000 in 1959 and $5,100,000 in 1960, is currently billing "about $11,700,000." Earlier this year it added Laddie Boy dog foods, Durkee-Mower and two other accounts, still unannounced. The agency also handles Welch's grape juice, Schrafft's candies, Old London foods, Bumble Bee tuna and Coup instant soup.

■ In New York, Mr. Manoff said he did not plan to open a Philadelphia branch office to assist in the handling of Fels, 95-year-old maker of soap and other household cleaning products. Mr. Manoff said branch offices are "a myth." He added, "They turn out to be independent agencies with their own managements, their own philosophies and directions, and their own standards."

Mr. Manoff, former vp and supervisor on packaged goods accounts at Kenyon & Eckhardt, who started his own agency five years ago, said he prefers his staff to

(Continued on Page 113)

AA's Crichton to Succeed Gamble as 4A's President

(Continued from Page 1)

Missouri, Mr. Crichton will join the Four A's on Jan. 15, 1962.

■ The Four A's has been seeking a replacement for Mr. Gamble since mid-1957, when he announced his intention to retire in the spring of 1962. In the interval, a special Four A's committee—comprising Robert M. Ganger, of D'Arcy Advertising Co.; Louis N. Brockway, of Young & Rubicam; Atherton W. Hobler, of Benton & Bowles, and Mr. Gamble—worked for a year seeking a candidate. Last February, the Four A's engaged Booz, Allen & Hamilton to assist in the search.

On Aug. 16, the advisory council of the Four A's unanimously recommended Mr. Crichton.

Under Four A's bylaws, the advisory council recommends a president and his term of office, and the board of directors engages him. Thus, a special committee of the board took over at this point, and the full board yesterday confirmed the recommendation. The board's special committee was composed of Marion Harper Jr., head of Interpublic Inc. and newly-elected chairman of the Four A's; Norman Strouse, president of J. Walter Thompson Co.; William Marsteller, of Marsteller Inc., and Mr. Gamble.

■ Mr. Crichton is a member of the American Marketing Assn., New York Business Paper Editors, and of the National Press Club, in Washington. He lives with his wife, Zula, and four children in New Canaan, Conn.

Mr. Gamble, who has headed the Four A's operation since 1929, will retire at the conclusion of the second international meeting of advertising agency leaders. That session, to be held in three locations, will begin next April 23 and end on May 4. New York, White Sulphur Springs, W. Va., and Washington, D. C., will be the meeting sites. He told AA in an interview in March, 1960, on his return from a swing around the world, that he was looking forward to the international session.

■ Born in Kewanee, Ill., Nov. 22, 1896, Mr. Gamble went to Knox College and was later a Rhodes scholar at Oxford. He was advertising and sales manager of the Straus Bros. Co., Chicago, from 1923 to 1925. During the next four years he was an advertising representative of the Curtis Publishing Co. In 1929 he was named executive secretary of the Four A's, a post he held until 1940, when he became managing director. His title was changed to president in 1944. #

Guild Tells West Coasters: 'Seek Eastern Accounts'

If You Want New Business, You Can Get It, He Says; Jets Help

LOS ANGELES, Oct. 17—"I feel the West Coast advertising agency business has suffered from an inferiority complex for many years.

"In this day of jet planes . . . there is no earthly reason why an advertising agency based in Los Angeles or in San Francisco or in Seattle or Portland shouldn't handle accounts all the way back to the Eastern Seaboard.

"When we went into business in 1949, I took the *Western Advertising* list of accounts and took out the industrial accounts and the financial accounts, and there were exactly 250 advertising accounts worthy of the name in the entire state of California. I am sure there are far more than 250 advertising agencies fighting for them."

These are some of the maverick opinions of Walter Guild, president of Guild, Bascom & Bonfigli, delivered last week in an ad lib speech about getting new business, to the Western States Advertising Agencies Assn.

■ According to Mr. Guild, "it's time the advertising agency business came of age on the West Coast. We have a national reputa-

(Continued on Page 86)

Ingalls Sampler Nash
Swanson Hickey

FARM PUBLISHERS—*Agricultural Publishers Assn., meeting last week in Chicago, got a new president, Tom Hickey, vp and ad director of Nebraska Farmer. Re-elected were G. P. Swanson, Cowles Publishing Co., vp; Irving W. Ingalls, secretary, American Agriculturist vp and ad manager; and J. W. Sampler, treasurer, National Livestock Porducer editor and publisher. E. C. Nash is the association's executive secretary.*

Fir Plywood Group Lets Chips Fall—It'll Still Back Brinkley

TACOMA, Oct. 18—Douglas Fir Plywood Assn., which made its debut into tv last week as sponsor of "David Brinkley's Journal" on NBC, picked up some flying brickbats from tv fans who didn't like Mr. Brinkley's fare, but the association stood firmly back of Mr. Brinkley and his "freedom to report what he sees."

NBC reported several thousand letters after the opening show on Oct. 11, about four-to-one favorable. Chief criticism came from Cocoa Beach, Fla., which Mr. Brinkley pictured as a "government-controlled Disneyland."

C. E. Lamm, chairman of the Atlantic Missile Range Public Relations Assn., complained that the "picture Brinkley painted of widespread moral mediocrity in this community slandered the thousands here who soberly pursue the purpose of making this country first in military missilery and space technology. . ."

The plywood association's advertising director, John Ritchie, wired NBC:

"Wish to assure you we have complete confidence in David Brinkley's integrity, taste and ability to do a good reporting job. Will resist any pressures here to get us to influence editorial content. Know NBC will do the same."

Mr. Ritchie explained that the association has no interest in advertising in which the advertisers dictate editorial policy, and said that the association feels the same about tv. He added: "What we need is a good medium to tell our story and we can't get it if we fence in the producers with all kinds of phony sacred cows." #

PPG Agrees to Give Similar Ad Aid to All Dealers

The Federal Trade Commission has accepted a consent order which requires Pittsburgh Plate Glass Co. to stop giving advertising assistance to some dealers without making similar services available to all who compete with them.

The consent order stems from a program of assistance to dealers who are designated as "A.I.D. dealers" (an abbreviation for "auto-glass installation dealer"). The company has been paying for television advertising and telephone book listings directing prospective customers to the "A.I.D. dealers," FTC said.

Publisher Boosts Gallagher

William Gallagher has been named Chicago and western manager of *Automotive News*, succeeding Jake Goldstein, who is retiring Jan. 1 after more than 50 years in the advertising field. Mr. Gallagher joined *Automotive News* as an ad salesman in 1954.

Florida Citrus to Tell Agency Decision Oct. 27

Varying Desires for Product, Marketing Stress May Affect Choice

By Robert Heady

LAKELAND, FLA., Oct. 18—The Florida Citrus Commission, which last week pared a list of seven agency hopefuls to four, has set Oct. 27 as its decision day. At the same time, the commission's chairman, Key Scales Jr., promised an overhaul of the group's advertising by establishing "more clear-cut authority" for ad "supervision and direction."

The winner of the $3,000,000-plus citrus account (which might go considerably higher, based on 1961-'62 crop estimates) is expected to be announced at a regular commission session. The group will choose one of four finalists selected after two days of presentations (AA, Oct. 16). The finalists: Benton & Bowles, the incumbent; Ted Bates & Co.; Campbell-Ewald; and Lennen & Newell.

The final decision will be influenced by a special "executive" session Oct. 26. Representatives of the four agencies will meet with the commission for a last verbal go-'round. No additional presentations or plans will be required.

■ Mr. Scales' statement on policy, issued Oct. 16, read:

"During the course of the presentations by seven agencies, it became apparent that, regardless of which agency is selected to handle our account, we need to do two things to strengthen our advertising and promotional effort:

1. "We must tie in our consumer advertising program more closely to our in-store merchandising, so that we may get maximum benefits from both. This we intend to do at once."

2. "Commission members last week agreed we must set up a more clear-cut authority for the supervision and direction of our advertising."

Facing a possible 20,000,000-box increase in 1962 production, some members feel that nothing short of a crash merchandising solution —on top of the commission's regular ad program—will move such production through to consumers.

Currently, Florida grapefruit

(Continued on Page 110)

Highlights of This Week's Issue

In this week's issue on Pages 101 and 102 Advertising Age presents a tabulation of the major advertising account changes during the first three quarters of 1961. During the nine-month period billings of $95,000,000 changed hands in the top ten account shifts.

Howard Gossage, president of Weiner & Gossage, says the advertising business, which must please and interest its audience before it can sell goods, knows less about how to do these things "than any little theater group" .....**Page 6**

More than 70 advertising agency management and account executives sign up for the third annual Advertising Agency Management Workshop, sponsored by Advertising Age .....**Page 26**

Trading Stamp Insurance Agency test-markets an accident insurance trading stamp plan in Los Angeles ....**Page 30**

W. W. Communications Inc. launches World and begins a four-week $80,000 promotional campaign to push subscriptions and newsstand sales in eight major markets east of the Mississippi .....**Page 38**

Henry P. Graef, marketing services manager of U.S. Steel Supply division, says junior panel advertising companies need a rating service and national representation to sell industrial advertisers .....**Page 42**

Hayden Publishing Co. purchases Ahrens Publishing Co. for an undisclosed amount .....**Page 50**

Carl Schreyer, marketing vp, tells how Bell & Howell stretches its marketing funds .....**Page 52**

Philip D. Allen, president, Maclean-Hunter Publishing Corp., says use of industrial advertising is the only way to reach all the buying influences in a company, but management must have this fact brought home to it ..**Page 54**

Park, Benziger & Co. steps up advertising for Harvey's scotch, largest selling scotch in the under-$6-a-fifth class in New York .....**Page 56**

Robert T. Bartley, FCC commissioner, warns that if the broadcasting industry doesn't regulate itself, the FCC will have to do the job for it ....**Page 64**

Pan American World Airways consolidates its overseas advertising division with the U.S. (system) division, following the recent departure of William G. Pocock, overseas ad manager.. **Page 68**

William C. Chambliss, director of communications of Space Technology Laboratories, warns that adverse criticism of advertising may reach such proportions that advertisers may start experimenting with other means of reaching the consumer .....**Page 81**

FIGURES TO FILE

Network TV Gross Time Billings	Page 34
Network TV Cost-per-1,000 Trends	Page 54
Spot Billings Per TV Family in 1960	Page 86
Nielsen Network TV	Page 117

REGULAR FEATURES

Adman in the News	60
Advertisers in This Issue	116
Advertising Market Place	114
Agencies Ask Us	94
Along the Media Path	78
Biz Quiz	94
Coming Conventions	72
Creative Man's Corner	96
Editorials	16
Getting Personal	22
Information for Advertisers	56
McMahan on TV	91
Obituaries	10, 20
On the Merchandising Front	96
Peeled Eye Dept.	98
Photographic Review	76
Rough Proofs	16
This Week in Washington	118
Voice of the Advertiser	104

BLOSSOM TIME—*Procter & Gamble is testing Blossom soap in Columbus, O., and Wichita. This color ad will run in Sunday supplements. Spot tv will also be used. Dancer-Fitzgerald-Sample, New York, is the agency.*

Purex Shifts Wrisley, Potter Lines to FC&B

LAKEWOOD, CAL., Oct. 17—Purex Corp. has consolidated the advertising accounts of its two subsidiaries, Allen B. Wrisley Co. and Potter Drug & Chemical Co., into Foote, Cone & Belding, Los Angeles. Combined billings of the two accounts are estimated at about $1,300,000.

Transfer of the Wrisley business from John W. Shaw, Chicago, and Cuticura billings from Kastor, Hilton, Chesley, Clifford & Atherton in New York, is in advance of movement of subsidiary advertising operations to Purex's California headquarters, the parent company said.

Wrisley Co., Chicago, which markets a line of soaps and toiletries, was acquired by Purex in 1958. Potter Drug & Chemical, Malden, Mass., which makes Cuticura medicated soap, ointment and talcum powder, was acquired by the California corporation last August for $3,000,000 (AA, Aug. 21).

■ At the time, Leslie C. Bruce Jr., Purex ad director, indicated that the Potter account, which according to Kastor, Hilton billed about $900,000 this year, would be consolidated with Foote, Cone, Purex's agency.

This week Mr. Bruce was reluctant to talk about the future status of the Wrisley and Potter accounts. "We really haven't decided what we'll do with these products. They could bill considerable amounts of money, and they could bill nothing," he said. #

We Lose an Editor

It is with genuinely mixed emotions that we contemplate the announcement that John Crichton, editor of ADVERTISING AGE, will become president-elect of the American Assn. of Advertising Agencies shortly after the first of the year.

John Crichton came to us more than 20 years ago, before the war, as a youth with a degree from the University of Missouri school of journalism, with no experience in either advertising or business publishing. But his abilities were clear, even then, and after a short time in Chicago he moved to Washington as our Washington editor. When he returned from war duty in the Navy, he joined the New York editorial staff of ADVERTISING AGE, and subsequently was advanced to executive editor and then to editor.

A great deal of the credit for the emergence of this publication as one of the world's most important and professional business papers is due to the energy, initiative and resourcefulness of John Crichton, and we are genuinely sorry to lose him.

At the same time, it is a clear tribute both to John and to ADVERTISING AGE that its editor should be chosen for the important key advertising job of succeeding Frederic R. Gamble as president and directing head of the Four A's. We are delighted that, while lost to us, he will continue to exert his talents broadly on behalf of a major sector of the advertising business.

We congratulate both John Crichton and the Four A's on their new association. We are certain that it will prove beneficial not only to them, but to the advertising business as a whole.

Four A's Told PR Effort Might Lure Some Fence-Sitting Thought Leaders

Report Reveals Some Business Chiefs Harbor Animus Against Admen

NEW YORK, Oct. 17—Notwithstanding all the criticisms voiced by 180 "opinion leaders" surveyed by Hill & Knowlton in making its study of the image of advertising for the American Assn. of Advertising Agencies (AA, Oct. 16), what emerges with some clarity is a kind of bedrock good will which the advertising industry enjoys among intellectuals.

For example, 76% of Hill & Knowlton's thought leaders do not believe that advertising itself is wasteful, or costly, or unproductive. Only 12% regard it thus critically, and the remaining 12% are still on the fence, a posture that poses a challenge and an opportunity to the business. "The consensus in all groups is that advertising makes a positive and direct contribution to the economy of the nation."

But many of those who hold this view simultaneously believe—sometimes passionately—that advertising creates appetites for unnecessary things, that it spurs a superabundance of gadgets, that it fosters false standards of respectability. They also blame advertising for promoting a love of ease, for contributing to the decay of morality, and for developing "an unfavorable image of the American in the minds of people in foreign countries."

■ The dichotomy leads Hill & Knowlton to advise the Four A's that its interviews "lead to the

(Continued on Page 84)

New Patterns of Marketing Outlined at Boston Distribution Conference

Suggestions: Upgrade Selling, Stress Quality, Diversify, Look Abroad

BOSTON, Oct. 17—The emphasis of the 1961 Boston Conference on Distribution was on changing market patterns and on the emerging problems of worldwide marketing.

• **Leonard C. Truesdell**, president of Zenith Sales Corp., Chicago, told the group that marketing men have developed some dangerous practices, notably pinning their attention on price appeals.

For the past decade, "we have emphasized price instead of value, have sold gimmicks instead of features, and deals instead of services," he said. He urged marketing men to close the "National Bargain Basement," and pointed to Zenith's success in a field which has seen many retail and manufacturing failures.

• **L. T. Peifer**, exec vp of Brunswick Corp.'s sports division, said diversification is an important route to expansion if a company employing diversification has a plan and not just an idea. He reported that Brunswick (which boosted sales from $30,000,000 to $425,000,000 in nine years, and brought profits to $40,000,000) looked for companies where earnings had increased at a rate of at least 8%-10% a year.

• **Eugene B. Mapel**, vp and director of marketing services of Chase Manhattan Bank, urged the importance of adding management content to sales jobs to attract able young men to selling. Young men often see salesmen as people of "dubious character," "manipulating customers," and often see selling as offering "substantial dollar rewards," but not "a promising route to general management." They think salesmen aren't given "opportunity for personal achievement" and don't enjoy "respect and confidence of their fellow citizens."

• **Maxey Jarman**, chairman of Genesco Inc., predicted the future will see (1) continued shopping area dispersal; (2) better informed

(Continued on Page 8)

Nine Men Named to Hall of Fame for Distribution

BOSTON, Oct. 17—Nine business and education executives were awarded citations to the hall of fame in distribution. They were:

• **William S. Beinecke**, president, Sperry & Hutchinson Co.

• **S. R. Bernstein**, exec vp, Advertising Publications Inc. and editorial director of ADVERTISING AGE.

• **Herbert C. Hoover**, Secretary of Commerce 1921-'29, President, 1929-'33.

• **Howard T. Lewis**, professor of marketing emeritus, Harvard Graduate School of Business Administration.

• **Neil H. McElroy**, chairman, Procter & Gamble Co.

• **Edward R. Mitton**, president, Jordan Marsh Co.; vp, Allied Stores Corp.

• **D. Maynard Phelps**, professor of marketing, Graduate School of Business Administration, University of Michigan.

• **Sol Polk**, president, Polk Bros.

• **Elmo Roper**, Elmo Roper Associates. #

Admiral Names Campbell-Mithun

Sweeney Moves from Henri, Hurst Along with $1.5-2,000,000

CHICAGO, Oct. 17—Admiral Corp. yesterday named Campbell-Mithun its new agency, succeeding Henri, Hurst & McDonald.

Edward H. Weiss & Co. and Clinton E. Frank Inc. were runners-up among 14 agencies bidding for the account, which reportedly has been billing $1.5-2,000,000.

The account includes Admiral Sales Corp.'s national service and parts division, Admiral International Corp. and Admiral Corp. Interamericana.

James Sweeney, who resigned as vp and account supervisor at Henri, Hurst to help Admiral in its selection process (AA, Sept. 11), will join Campbell-Mithun as account director. William C. Lydden will be account group head.

C-M will begin work on the account immediately. However, some Henri, Hurst billings will run until the end of the year. #

Grey Names Dalsimer Exec VP

Samuel Dalsimer, vp and account supervisor on packaged goods at Grey Advertising Agency, has been named an exec vp of the agency. He succeeds Herbert D. Strauss, who was elected president last June. Mr. Dalsimer will be responsible for the account management side of Grey operations.

Bladensburg Metals to Logan

Larry Logan Associates, Washington, D. C., has been named the agency for Bladensburg Metals Co., Bladensburg, Md.

Fitzgerald Becomes D-F-S Chairman; Birch Is Named President

NEW YORK, Oct. 20—Chester T. Birch, who has been exec vp for the last three years, today was named president of Dancer-Fitzgerald-Sample, which last year billed $100,700,000. He succeeds Clifford L. Fitzgerald, a founder of

Clifford L. Fitzgerald

Chester T. Birch

the agency, who becomes board chairman.

Mr. Birch, 49, joined D-F-S in 1952 as a vp. Previously he was vp and advertising director of Andrew Jergens Co. A graduate of Dartmouth—as is Mr. Fitzgerald—Mr. Birch started in the agency business in 1934 with Sherman K. Ellis Co.

Purpose of the changes, the agency said, is "to give further administrative depth" and to allow Mr. Fitzgerald "to devote more time to the planning of campaigns."

K&E Adds Products in Mexico

Kenyon & Eckhardt de Mexico, Mexico City, has been appointed to handle two additional products, Ipana and Bromo-Quinina, for Bristol-Myers de Mexico and the advertising for two affiliated companies, National Carbon Eveready and Union Carbide de Mexico.

Talon Slides to Delehanty After 25 Years at McCann

Shift in Marketing Strategy Seen—Toward More Sales Promotion

NEW YORK, Oct. 17—Although no one will discuss the subject, Talon Inc. has appointed Delehanty, Kurnit & Geller Advertising Corp. to handle its advertising, effective Jan. 1, succeeding McCann-Erickson, which has had the account for 25 years.

Talon's move from an agency giant to a much smaller shop apparently entailed a three-way vow of silence. At the company and at both agencies, the explanation of the change was the same—an embarrassed "No comment."

However, the switch was not too baffling, since Delehanty's sales promotion affiliate, KGA Inc., has handled Talon's sales promotion for several years—and has done a notably good job. The move to Delehanty has raised speculation that a change of media strategy is in the air, with more emphasis on sales promotion and direct mail.

■ According to Leading National Advertisers, Talon's measured media expenditures in 1960 were $172,574, all in magazines. Of this amount, $44,756 promoted its regular Talon slide fastener, and $127,818 introduced its lightweight Zephyr closure. A substantial part of its budget also went into trade papers, since most zipper sales are direct to manufacturers.

The zipper market is currently sliding along at 1.5 billion zippers a year. Talon is still the largest company in the field, although it no longer dominates, as it did before World War II. Since the expiration of patents, many companies have come into the field.

About 75%-80% of industry output comes from the 16 companies which are members of the Slide Fastener Assn. The remaining sales are splintered among "many, many small companies"—so many the association won't even guess at their number. In 1954, however, the industry was estimated at about 170 companies. #

Lambert & Feasley Adds One

Lawrence of London Ltd., manufacturer of women's rainwear, has appointed Lambert & Feasley as its first U.S. agency.

Lane Fenwick Mogge

ADMEN AT CORONADO—*Agency executives attending the western region meeting of the Four A's included James Lane, Barnes Chase Co.; Dave Fenwick, Edward H. Weiss Co.; and Norton W. Mogge, Wade Advertising.*

Funny Stuff Still Is Popular Among Users of Radio

Banking, Publishing, Candy Among Backers of Zany Ad Approaches

NEW YORK, Oct. 17—Are chocolate mints a status symbol? Does the roar of an airplane sound like money in the bank? Did a magazine put the "T" in tv listings?

Answers to these questions have been tickling the funny bone of many a radio listener lately.

Wallace & Co. (for its chocolate mints), the National Assn. of Mutual Savings Banks and *TV Guide* represent three widely divergent companies which have clothed their sales messages in a blanket of mirth.

Using radio for the first time, Wallace has been entertaining New Yorkers since the beginning of October. Schedules for the wafer thin mints have varied between 22 and 50 spots per week on WNBC, New York, and between eight to ten weekly on WPAT, Paterson, N. J. They will run through the end of the year. Smith/Greenland Co., Wallace's agency, indicated that its client may add Philadelphia and Boston to its radio roster.

■ One of the Wallace minute ads suggests the use of its product as a status symbol. To the sound of car horns and chamber music, the spot begins:

"There goes another status seeker, driving a black Lancia, with the car radio playing Beethoven's Kreutzer sonata. Friends, if you must seek status, don't be quite as obvious about it. There are subtle ways of showing taste without ostentation. After dinner, casually bring out a box of Wallace individually wrapped chocolate-covered wafer thin mints . . . Coffee or raspberry flavors are chic, too.

■ "Don't put them in a silver dish. Underplay it. Serve them right from the box. Make it clear you couldn't care less whether they know you own sterling silver candy dishes or not. That's what makes the old impression. There's enough status right inside that Wallace box to get you presented at the court of St. James.

"A helpful hint: Carry a few Wallace chocolate-covered wafer thin mints in your pocket or bag at all times. Give them to doormen and garage attendants in place of tips. A reputation as a lovable eccentric never hurt anyone's status."

Other Wallace radio spots have offered wild suggestions for the use of its mints. One commercial proposes mailing the candy to friends, and even to congressmen, because "they're the only real minty mints thin enough to mail." Another ad invites listeners to send in recipe ideas using Wallace mints, using as examples shish-kabob and souffle dishes. Another Wallace contest spot is open "only to owners and employes of the Wallace candy company, their advertising agencies, radio announcers and their families."

■ The National Assn. of Mutual Savings Banks has been supplying its members with a series of one-minute radio commercials which associate familiar sounds with reasons for saving money. Banks subscribing to the service are supplied with one taped spot per week to be placed on a local radio station. During the past year, some 40 mutual savings banks in nine states have subscribed to the service.

The commercials are produced by Ted Malone Productions and narrated by Mr. Malone. At the end of each spot, 15 seconds are left open for the bank's individual message, promoting some of its special services. These local tags are done by either Ted Malone or a local announcer.

Typical of the bank ads is one which opens in a bowling alley, with the sound of falling pins in the background. The announcer says:

"This is Ten Pin Ted Malone . . . with the sound of one of America's favorite pastimes—the sound of savings."

Through the din, the voice repeats:

"Bowling is a sound of savings? Yes, sir, this popular sport has taken the country by storm. Millions of dollars have been spent building alleys, manufacturing equipment, and by the playing public. This is how fortunes are made and were made by the opportunists who could invest their savings in this booming business . . . savings they acquired in a mutual savings bank."

The sound of money, in some of the association's other commercials is represented by an airplane, a broken washing machine, a small-fry birthday party, fire engines, and school bells.

■ *TV Guide* has employed Stan Freberg to help produce and star in a series of radio ads which poke fun at other advertisers' commercials.

In New York, the spots are being run on WNEW, WOR and WCBS. The campaign, starring Mr. Freberg also includes tv commercials. The 13-week spot tv-radio schedules got under way the first week of October in most of the major markets where the 62 editions of *TV Guide* are published.

A 45-second radio spot begins:

ANNOUNCER: Reading more now . . . but enjoying it less? Try a real tv magazine. Try a *TV Guide* . . . Only *TV Guide* gives you—

GROUP (sings): Extra pages.

ANNOUNCER: And what's more . . .

GROUP (sings): Stronger staples.

ANNOUNCER: See that quarter-inch recess from the staples to the edge of the listings thing? That's the quarter-inch that makes the big difference. *TV Guide* has it at both ends. Got the listings, got the stories. So sit back and light up.

MAN (correcting him): Read.

ANNOUNCER: Read a *TV Guide*. Outstanding, and it is cheap.

MAN: It's what?

ANNOUNCER: Only 15¢.

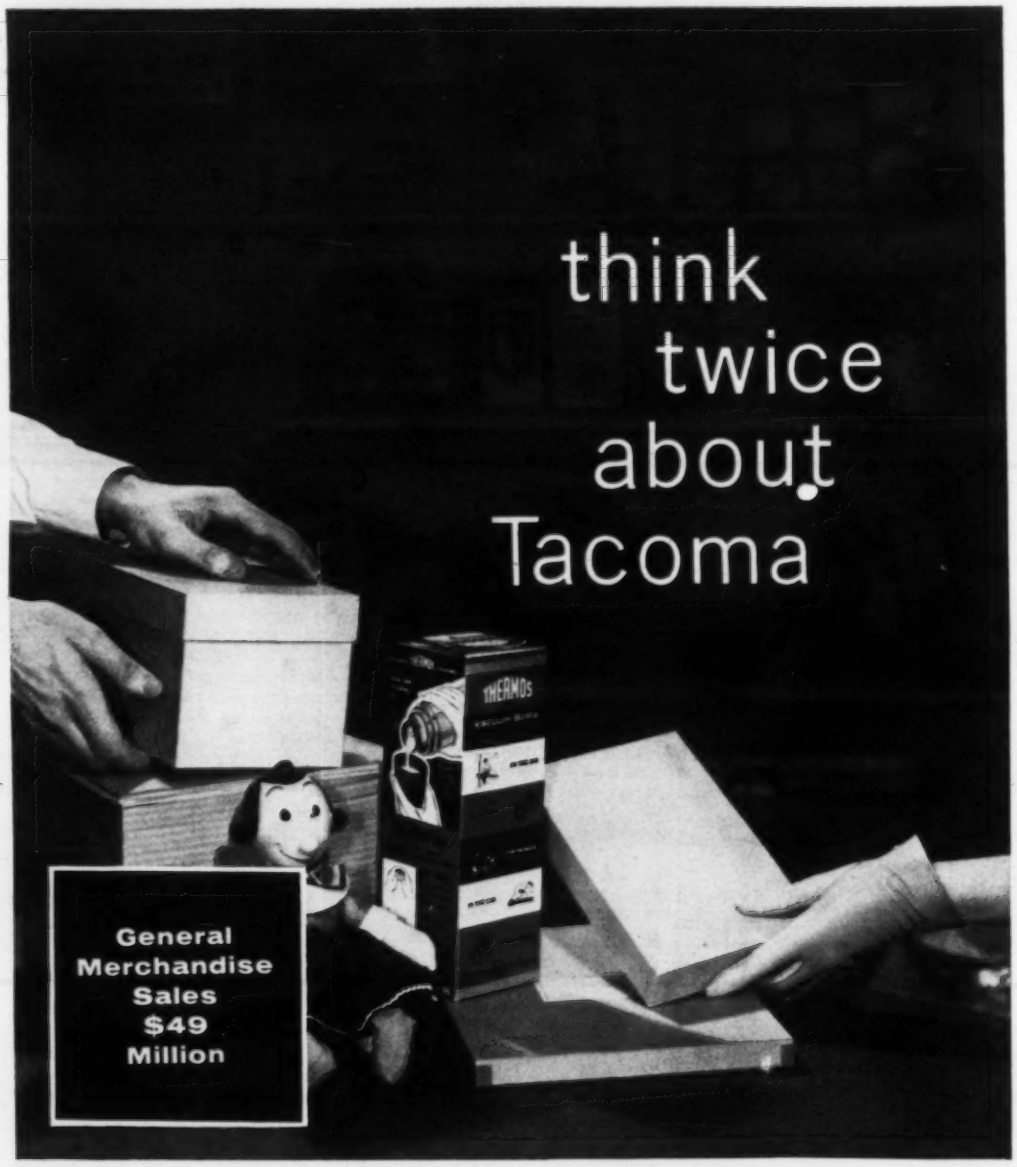
■ Another *Guide* commercial asks: "Who put the 'T' in tv listings? We did, that's who," while another begins: "Look, ma, no eyestrain." #

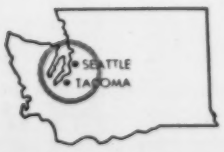
NINE IN LINE—*Holland House will use its first four-color page in magazines (Life, Nov. 17 and Look, Dec. 19) for its nine cocktail mixes. McCann-Marschalk Co., New York, is the agency.*

KGA Joins CBS Radio

KGA, Spokane, Wash., formerly affiliated with ABC Radio, has joined CBS Radio, replacing KXLY.

Planning a promotion in the Pacific Northwest?





Washington State's Puget Sound Circle is a vital, growing, concentrated market. In selling this market, your distribution, sales, and merchandising forces cover both Seattle *and Tacoma*. Your advertising must do the same. That means Tacoma is an essential buy on every Pacific Northwest newspaper schedule!

1. Tacoma *must* be covered if you want full selling effectiveness in the Puget Sound Circle—biggest market north of San Francisco.

2. Tacoma can be covered only by the Tacoma News Tribune—delivering 82.1%* coverage of the metro area. No outside daily (or combination) can provide you with merchandisable coverage in the Tacoma market.

*Newspaper Rates and Data

TACOMA NEWS TRIBUNE—An "A" schedule *must*. Circulation now more than 86,000.

Ask the man from Sawyer-Ferguson-Walker Company.

How $9 Billion Grows to More Than $330,000,000,000

The critical market for household products is the never-ending stream of young men and women who get married each year—3,400,000 in 1961.

They spend $9 billion a year for what they eat and use—grow steadily in number to become America's huge $330 billion Family Market. Today these big buyers of tomorrow are making their brand decisions for a lifetime.

Many manufacturers of packaged foods, household and personal products are making lifelong customers of these new families by using the low-cost BRIDAL-PAX program of Controlled Product Sampling, and getting outstanding results—increasing sales up to 242%. Get the facts. Find out what this new low-cost program can do for you. Drop us a note, or call IVanhoe 5-0660.

BRIDAL-PAX, INC.

Controlled Product Sampling

25 Hempstead Gardens Drive, West Hempstead, N. Y.

Offices in principal cities: United States, Canada and Great Britain

Sawing away at a phantom violin, pianist Rubinstein explains why he dislikes duets. "Always, the program said 'Heifetz and Rubinstein'—never 'Rubinstein and Heifetz.' If I ever play duets again, even with God, it will have to be 'Rubinstein and God'."

His puckish wit, his love affair with living, emerge like a crescendo in the current LOOK. Adding a fanfare are his views on everything from today's pianists (he's worried about them) to women's long skirts (he *hates* them). In the heartwarming story of this great artist is a key to his art. The ability to build understanding through human values is LOOK's key to *the exciting story of people.*

LOOK

from A VISIT WITH ARTUR RUBINSTEIN in the November 7, 1961, LOOK

Ask 'Useless Questions' to Learn Why Advertising Works, Gossage Says

SAN FRANCISCO, Oct. 17—The advertising business, which must please and interest its audience before it can sell goods, knows less about how to do these things "than any little theater group."

And advertisers need "pure research" to learn how, Howard Gossage, president of Weiner & Gossage, suggested to the San Francisco Advertising Club here last week. The title of his talk was "What We Don't Know About Advertising."

■ Finding out more about "people as an audience to be pleased" will require that advertisers ask themselves "useless questions," because such questions are "the very core of what is called the scientific method," he said.

Advertising has created a "public image of itself as a $12 billion sledge hammer to drive a 49¢ economy-size thumbtack," Mr. Gossage said, because it concerns itself only with asking such questions as "What is it good for, who can we sell it to, and how can we sell it to them?"

But what it needs to ask, he said, is "useless questions—that may result in useless answers, destructive answers, hard answers, answers that leave us dangling in mid-air, and answers that make us scrap the lot and start over again."

He scored trade magazine articles that ask, "Is advertising necessary?" He pointed out that they proceed from an *a priori* assumption to a foregone conclusion.

"It does not enter the writer's mind that the answer just might be 'No'," he said. "He has already answered 'You bet!' before he ever asked the question."

He characterized advertising research as "Mickey Mouse research" because it asks "How are things going?" instead of inquiring, "Why are things the way they are?", "What are they really?" and "Why do they work?"

The gross national product increased over 50% in the '50s, while advertising costs increased over 100% in the same period, he pointed out, suggesting that most advertising is "not pulling its weight gross-national-product-wise, as they say.

■ "I would make a conservative estimate," he said, "that over half of the $12 billion spent on advertising last year was spent for products people wouldn't conceivably be without—soap, cosmetics, aspirin compounds, alcoholic beverages, toothpaste, cigarets, toiletries, and patent medicines.

"I mean you would do just as well if you stumbled blindfolded into the drug store and grabbed the first unbranded item that was put into your hand."

Mr. Gossage advocated "pure research" to find why advertising works. "Has any advertiser or advertising agency ever given a grant to a university to do pure research in these areas?" he asked. "We give millions for cancer research but nothing to the exploration of man's relation to man."#

NARD Names Simmons

Willard B. Simmons has been elected secretary, executive secretary and general manager of the National Assn. of Retail Druggists, Chicago. Mr. Simmons, formerly chairman of the executive committee, succeeds the late John W. Dargavel (AA, Oct. 16).

Askew Joins 'Month'

Robert Askew, formerly manager of the *Montrealer*, has been named advertising director of *Canada Month*, Montreal. The first issue of the publication appeared on newsstands Oct. 12.

CHRISTMAS DISPLAY—*National Distillers Corp. will use this moving, lighted display during the Christmas season for Old Grand-Dad, Old Taylor, Old Crow, Bellows, and Old Sunnybrook lines of bourbon.*

Viewers Unaware of New TV Shows: Pulse

NEW YORK, Oct. 17—A suggestion that telecasters could do a more effective job of advance ballyhoo for their fall schedules was implicit in the findings of a study released this week by Pulse Inc.

While most people were looking forward to the start of the 1961-'62 season for the return of old shows as well as the start of new ones, eight out of ten New Yorkers surveyed were unable to name a single new program for the fall season. Pulse sought to gauge the public awareness by sampling 500 persons. Field work for this survey was done Sept. 5-17, before the seasonal premiere of most telecasts.

■ "This absence of advance awareness is particularly difficult to understand in view of time available for promotion during the summer months and space given to television in print media," Laurence Roslow, associate director of the research company, commented. He said the "situation might call for pre-testing of future program promotion strategy as well as communication techniques."

The show with the best advance buildup in New York, according to this study, was "The Hathaways," which 3% of the respondents had heard about. Next in line were "Margie," "87th Precinct" and "The New Breed." #

Quaker Names Brinsmaid Ad Head of Ready-to-Eat Cereals

Quaker Oats Co., Chicago, has appointed Robert C. Brinsmaid advertising manager of ready-to-eat cereals.

Mr. Brinsmaid, formerly trade promotion manager of ready-to-eat cereals, joined Quaker in 1950 as a retail salesman in the Syracuse office and later was appointed retail sales supervisor. In 1955, Mr. Brinsmaid was appointed assistant manager of retail sales supervision in the company's Chicago office and two years later was named retail sales manager.

Robert C. Brinsmaid

BBBs Open in U.S., Israel

The Better Business Bureau of Tel Aviv, the first BBB outside the western hemisphere, has been organized as a member of the Assn. of Better Business Bureaus, New York. In the U.S. new bureaus have been formed and admitted to membership in Nashville and Yakima.

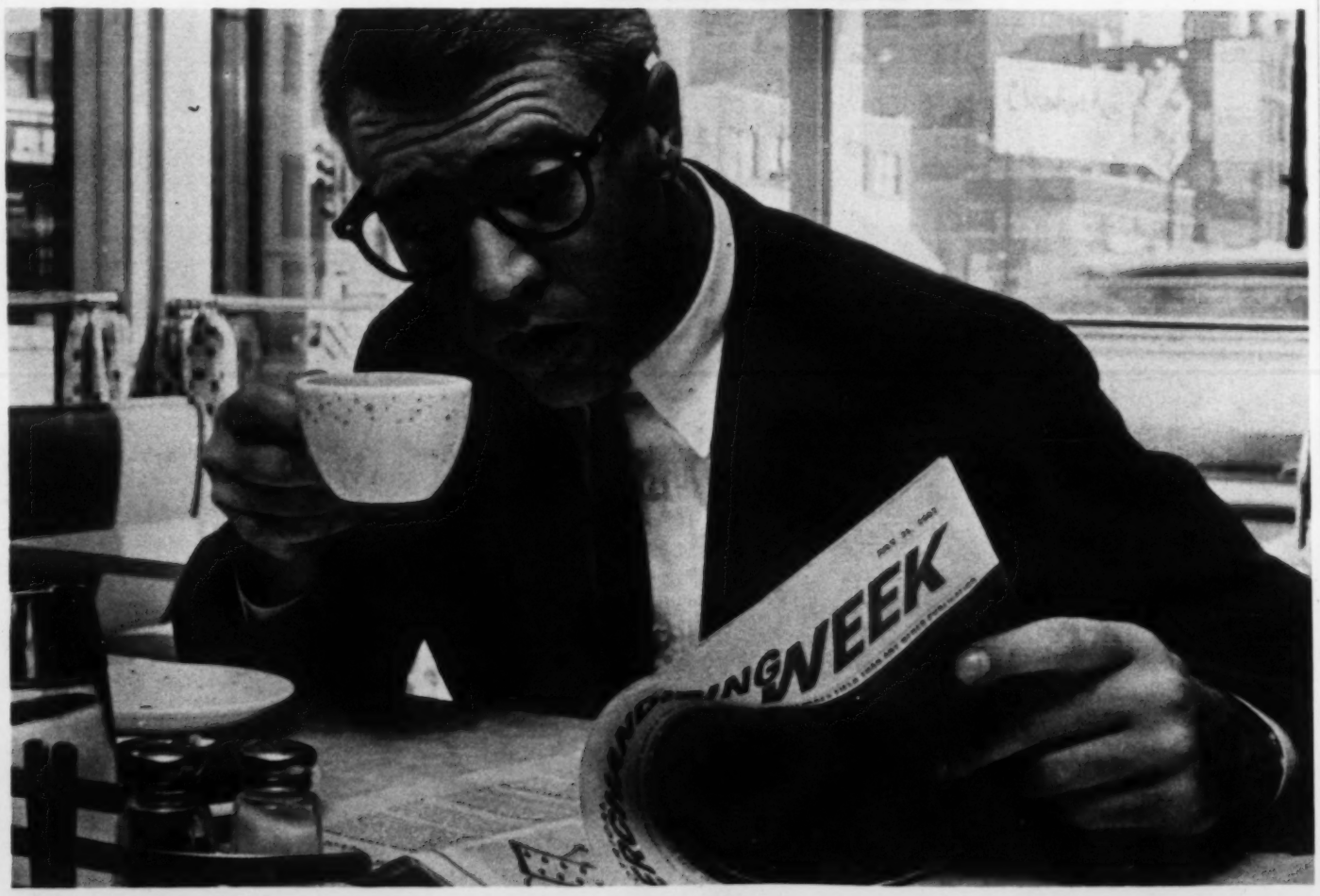
Monday morning business break for

THE SUCCESS MAKERS

30,000 top retailers in the appliance-radio-tv-housewares field spill more coffee on EM Week than on any other business publication. EM Week is an immediate use business tool for its retail readers; the only trade publication most of them subscribe to. That's why you can talk business best to these merchandisers every Monday in—

ELECTRICAL MERCHANDISING WEEK

A McGraw-Hill Publication ABC-ABP • 330 West 42nd Street, New York 36



BOUGHT AND USED BY MORE APPLIANCE-RADIO-TV-HOUSEWARES DEALERS THAN ANY OTHER TRADE PUBLICATION

What's UP In The Country?

UP the ***number*** of farms producing and marketing $10,000 or more worth of farm products per year—up 36% (Census)

UP ***farm prices*** for most major commodities—big output and higher prices (U.S. Dept. Ag.)

UP ***gross farm income*** this year will be $39.5 billion—up $1.5 billion (U.S. Dept. Ag.)

UP ***net income*** from farming—expected to rise $1 billion—highest since 1953 (U.S. Dept. Ag.)

UP ***sales*** in the big rural market (Wall Street Journal)

UP ***reader and advertiser interest*** in the pages of the nation's top farm magazine, FARM JOURNAL (net paid circulation 3,000,000)

New Patterns of Marketing Outlined at Boston Distribution Conference

(Continued from Page 3)

shoppers; (3) a trend to easier shopping; (4) a trend to more fun in shopping; (5) more developments in low-margin retailing; and (6) more convenient hours for shopping. He believes companies will succeed best in the future which are (1) flexible in thinking and action; (2) well informed about trends; (3) streamlined and decentralized for tactical decisions, centralized for future planning; (4) strong in financial and manpower reserves; (5) constantly searching for creative leadership and for people with good judgment and drive.

• **David L. Yunich,** president of Bamberger's New Jersey, speaking on the future of department stores, emphasized the sweeping changes to come, including much more delegation of authority and clearly-written authorizations. He thinks stores will be open longer; that 50% of present paperwork will be eliminated ("as we recognize that most paperwork and reports are inactionable and in fact useless"); and that there will be greatly speeded up inventory, floor delivery and vendor payment practices. The department store will recognize that change is inherent in the economy and welcome it, he said. He noted that the average annual increase in industrial productivity is 3%, but distribution productivity rises at 1%. He predicted the emergence of "PERT or critical path" techniques in the department store field; these techniques are analytical devices for predicting performance time and isolating and evaluating uncertainty factors.

• **W. G. McClelland,** managing director of Britain's Law Stores Ltd., reported that the power of the British retailer is sharply increasing, that chains' total share rose from 22.5% in 1950 to 29% this year, while co-ops remained stationary at 11%, and independent voluntary groups reached 53%. He noted the rise of television, the increase in working women, and the rise of self service (now 28% of grocery sales, up from 10% four years ago and 16% of food shop sales). He said British retailers pay high rents; that labor costs are high, but that advertising is cheaper—0.3% of sales for his company, under 1.25% for department stores. He said the rise in rate of automobile ownership—10% a year—dominates future planning.

• **Stanley N. Arnold,** president of Stanley N. Arnold & Associates, argued the case for more imaginative selling, asserting that technology had progressed to the point where all competitive products are "pretty good."

• **Charles N. Baker,** national sales vp of Pepsi-Cola Co., noted the 35-year rise of the vending business from $30,000,000 to $2.5 billion. He emphasized that $1.5 billion of the $2.5 was done through soft drink and cigaret machines. He called the icemaker in the cup-vending machine "the most sensational innovation in the past couple of years," and he believes the canned beverage vendor and the carton vendor are well under way.

International

• **Michael Michaelis,** senior associate of Arthur D. Little Inc., said an international problem is to balance industrial growth when technology makes possible modern manufacturing, but marketing and distribution "stagnate at subsistence level." He described present marketing in India and Africa, urged that ventures in foreign countries be regarded as partnerships, and suggested that "we explore what portions of our experience and know-how in marketing can be adapted to their needs."

• **David J. Ashton,** professor of business administration at Boston University's college of business administration, discussing the problems of research and development, reported that a recent survey showed 70% of New England's exporting manufacturers did no special designing or adaptation for foreign markets, and noted that overseas marketing programs seem inferior to domestic programs in research and product design.

• **Donald R. Longman,** vp and research director of J. Walter Thompson Co., described the formation of the International Marketing Federation last March in Rome, which has three major projects under way: (1) A study of the role of formal education in developing qualified marketing men; (2) a study of marketing terminology; (3) a study of ways to improve and make more uniform statistics of national and international trade.

• **Harry Harding,** exec vp of Young & Rubicam, reworking the concepts of a speech delivered earlier in the year to the Four A's, noted, "Advertising is ideas, propelled by money." He called attention to the U. S.' $503 billion GNP, $327 billion income, $26 billion savings (or twice the amount going into advertising), to the $100 billion in government services and $36 billion in new plants and equipment and $13 billion in research and development. Advertising investment is 2.3% of GNP, he pointed out, and summarized: "America happens to have the world's largest national income. It happens also to have the world's largest tax revenue. And small fraction though it be, it happens to have the world's largest advertising investment. That is no coincidence."

• **A. Edward Miller,** publisher of *McCall's,* told the conference that (1) research doesn't consist of an unmeasured hypothesis; (2) research doesn't consist only of numbers; (3) you cannot measure the size of something just for the sake of measuring its size; (4) you cannot measure one thing and use your measurement for some irrelevant purpose. He noted that media studies don't experiment in the qualitative area, "probably because most consumers of media tend to be very heavily number oriented."

Fashion

• **Adele Simpson,** president of Adele Simpson Inc., noted that American fashions are impressing such faraway markets as Russia and Japan. "American style is engaged in a peaceful invasion of Europe," she reported.

• **Richard S. Bell,** president of Mighty-Mac Boatwear division of Cape Ann Mfg. Co., reported his company's progress from producing fishermen's oilskins in 1909 to fashion togs for boating. He noted that boating and skiing are very much alike and said that "not long ago the best skiers were often the worst-dressed," but that gradually the clothing, location, people and the general aura of skiing have become more of an attraction than the sport itself—and that this will be true of boating. #

Saunders Opens Paris Office

Elliot Saunders, formerly with Perrin-Paus Co., Chicago, has opened his own film organization at One Rue Lord Byron, Paris. He will service American advertising and talent agencies, among other duties.

Baltimore Is An Evening Newspaper Market . . .

and the Evening News-Post Reaches More Households with Young Men than any other Baltimore Daily Newspaper . . .

In the Baltimore Standard Metropolitan Area, the Baltimore News-Post covers more households with men in the "under 25" and the "25 to 34 years of age" categories than any other Baltimore Daily Newspaper. This interesting and IMPORTANT fact was revealed in a recent study by Daniel Starch & Staff. In the "under 25" category, the News-Post rates highest with a 46.7% coverage. The Second Newspaper gives only 36.4% . . . and the Third, just 29.2%. In the "25 to 34 years of age" category, the News-Post again rates highest with 40.6% . . . while the Second Newspaper offers just 31.9%. The Third Newspaper gives just 19.7%. For the latest FACTS on Baltimore Daily Newspaper Coverage—ask the H. A. S. Man.

The Baltimore News-Post
Maryland's Largest Daily Newspaper

Represented Nationally by HEARST ADVERTISING SERVICE INC. • Offices in 15 Principal Cities

Minneapolis Star Photo by Mary Morgan Hewett

What makes a newspaper great?

ROBERT HEWETT

"... We are overlooking one of our greatest assets—the energy, enthusiasm and good will of American youth."

With those words began a remarkable story of the power of American newspapers. Printed January 12, 1960, on the Minneapolis Star opinion pages, they rang the opening note of a two-part article by Robert Hewett, foreign correspondent for the Minneapolis Star and Tribune. Bob was concerned about the search for a bold, imaginative, distinctly *American* approach to helping the world's backward countries.

Response was immediate, loud and strong—from educators, private citizens, college students and, most important, politicians. Approval came from Congressman Walter Judd and Senator Hubert Humphrey of Minnesota, and a startling proposal for an American Youth Peace Corps was put forth by the then-campaigning John F. Kennedy. As President, Mr. Kennedy issued an executive order—and an idea of a working American newspaperman became an American institution.

As a result of this outstanding article, Hewett received the 1961 Overseas Press Club of America award for the "best interpretation of foreign affairs, daily newspaper or wire service."

Graham Hovey, another Star and Tribune foreign correspondent, won the similar 1959 award, for United Nations coverage.

Understanding, imagination and compassion like this—beyond fulfilling the duty of reporting the news—are qualities which have earned for the Minneapolis Star and the Minneapolis Tribune the largest audience of regular readers in the Upper Midwest.

MINNEAPOLIS **STAR** EVENING

Minneapolis **Tribune** MORNING & SUNDAY

530,000 COMBINED DAILY • **660,000 SUNDAY**

JOHN COWLES, *President*

Copyright, 1961, Minneapolis Star and Tribune Co.

Ad Battle Looms as Flying Tigers Push Rate Cuts

NEW YORK, Oct. 17—"A great new era in air freight has begun. Tigers slash rates!"

With large-space newspaper ads heralding this "new era" in 15 cities across the nation, the Flying Tiger line yesterday claimed a "revolutionary breakthrough" which it says makes air freight rates competitive with surface freight. "And only Tigers have it!," copy adds.

But the Tiger's competition is scrambling to catch up. "It's practically a rat race now," one said. The result is likely to be an advertising battle, probably beginning Oct. 23, as competing airlines push their own proposed tariff revisions.

Beaten by a week, American Airlines and United Air Lines filed new tariff proposals with the Civil Aeronautics Board last month, and the CAB is expected to rule on the plans this weekend. Both proposals differ from the Tiger's, and by Monday business men may be able to take their pick of at least two, and perhaps more, tariff structures.

■ A hint that CAB will let the airlines fight it out with different tariff structures was given when CAB, approving the Tiger plan, said, "Carriers should be allowed to experiment with rates designed to increase air cargo." The Tiger plan was the first followup to CAB's recent removal of minimum air freight rates. The minimum rate floor was established in 1948 to stop rate wars. Now, however, CAB has opened the door again.

Tiger got its head-start this week, with the introduction of a tariff structure based on a wholesale reclassification of commodities into seven basic groups. These groups are based on freight density, or weight, per cubic foot. The greater the density of the freight, the lower the rate, and conversely.

Under the Tiger plan, new rates work out at roughly 13.5¢ per pound—about 27% below the previous average of 18.5¢. These rates apply to the seven classes, which range from an average density of 2 lbs. per cubic foot to 20 lbs.

■ The airline claims its plan ends the old era of "air express" service, and heralds a new age of true "air freight" service with surface rates. "The new air freight rates do not have to be identical with the present surface rates and still be competitive," Tiger claims. "Our research has determined that the advantages of air transportation far outweigh a 25%-30% differential in air-vs.-surface rates."

With this new tariff system, Tiger believes it can triple its volume. It also believes the extra business will be done at the expense of surface transportation.

In July, American carried 9,000,000 freight-ton-miles of business, the Tiger line carried 8,000,000, and United about 7,500,000. In recent years, Tiger and American have been flying nip and tuck.

■ Tiger's plan is keyed to its acquisition of the first turbo-prop jet air-freighter, the Canadair CL-44. The company has bought ten of these planes for $55,000,000. The Canadair has an unusual design, permitting straight-in freight loading, as against the slower side-door loading in existing piston-engine planes. Direct operating costs are also expected to be about half that of piston planes.

At the start, Tiger is advertising in 15 cities across the U.S. through Hixson & Jorgensen, Los Angeles.

The advertising will not follow any fixed pattern. "We have to be opportunistic about it," a company man said. "We are selling a commodity type of service, and we will be most sensitive to the need for material at different points in our system."

United is handled by N. W. Ayer & Son; American by Doyle Dane Bernbach. #

Andrews Savage Hultgren Dow

FRIENDLY MERGER—*Friends for 21 years, Robert E. Savage, president of Buchanan-Thomas, and John H. Dow, head of the Dow Co., have merged their agencies into Savage-Dow, with Mr. Savage as president and Mr. Dow vice-president. Other officers are Jack Hultgren, vp and account exec; John D. Andrews, vp and art director; and Harvey E. Roffman (not shown), vp and merchandising director.*

TvB Announces Award-Winning Research Projects

NEW YORK, Oct. 17—The Television Bureau of Advertising this week made quite a research buy. For the price of an awards dinner at the Waldorf-Astoria Hotel, $10,000 in prizes and $15,000 in expenses, the TvB came up with 18 new ground-breaking research plans covering a wide range of communications projects.

This competition, conducted by a group of social scientists headed by Mark A. May, professor emeritus of Yale University, was announced last fall. Qualified persons were invited to submit research plans "concerned with any aspect of human behavior and television, either by itself or in combination with other means of communicating." There were nearly 150 entries—half of them from educators.

The 18 plans singled out by the governing committee will be published in a special book. The winners received cash awards ranging from $250 for honorable mention to $4,250 for first place. Several publishing houses have expressed interest in publishing the research.

■ The TvB does not have funds available to finance such large-scale projects expensive as these, but any companies or foundations, which wish to conduct studies based on the plans, may do so with the permission of the authors.

The winning plans covered everything from violence on tv to logic in politics. With the first and second prize winners listed in order, here are the successful entries:

"Role of Television in Shaping Adolescent Behavior"—Arthur J. Brodbeck, Yale University, and Dorothy B. Jones, Los Angeles.

"Scientific Television Methods Applied to Analysis of Perceptual Feedback in Behavior"—Karl U. Smith, University of Wisconsin, and William M. Smith, Dartmouth College.

"Televised Communications & Income Tax Compliance"—Jerome H. Skolnick, Yale University, and Richard D. Schwartz, Northwestern University.

"Rational vs. Emotional Communications: A New Approach"—Raymond A. Bauer and Donald F. Cox, Harvard University.

"The Effects of Aggressive Content in TV Programs upon the Aggressive Behavior of the Audience"—Seymour Feshbach, University of California.

"Prominence & Audience Structure: The Linkage between Mass Media & Interpersonal Communication"—Kurt W. Back, Duke University.

"A Plan for Investigating the Process of Effect of Television in Inducing Action"—Harold Mendelsohn, Psychological Corp., New York.

"The Effects of Repetition in Communication on Meanings & Attitudes"—W. E. Lambert and L. A. Jakobovits, McGill University.

"The Design & Assessment of an Experimental Program to Maximize Active Participation & Feedback in Television Instruction through the Utilization of Programmed Learning Techniques"—James V. Mitchell Jr., University of Texas.

"An Experimental Evaluation of Procedures for 'Individualizing' Televised Instruction"—George L. Gropper, American Institute for Research, Pittsburgh.

"A Study of the Relations of Personality to Perception of Television Advertising Messages"—Lawrence Myers Jr., Syracuse University.

"An Experimental Study of Taste Development"—Hilde Himmelweit, London.

"The Influence of Family Structures upon the Patterns & Effects of Television Viewing"—S. D. Forsey, Australian Broadcasting Control Board.

"The Logic of Politics"—Edwin S. Schneidman, Harvard.

"The Principle of Television Orientation & a Proposal for Testing It"—R. F. Agne, Harold Cabot & Co., Boston.

"Physician Education, Medical Television & Patient Care"—Dr. J. Frank Whiting, Assn. of American Medical Colleges, Evanston, Ill.

"The Great Experiment in Cultural Democracy"—Bernard Berelson, Columbia University.

"A Descriptive & Analytical Study of the Secondary, Remote Effects of Television"—J. Stacy Adams, General Electric Co. #

LaRoche Named for Buena Vista Part of Disney Account

NEW YORK, Oct. 19—C. J. LaRoche & Co. has added some more Walt Disney business, being named to handle Buena Vista Film Distribution Co., distributor of Disney pictures.

The previous agency was Monroe Greenthal & Co., which resigned the account about three months ago. Buena Vista reportedly billed something like $200,000 at Greenthal, but LaRoche says it will bill about $1,000,000.

■ LaRoche has been associated with Disney for 12 years; it has handled Disneyland Park for five.

Minnesota Growers Sell Bumper Turkey Crop via Print, Air

MINNEAPOLIS, Oct. 17—This is Turkey Week in Minnesota, because it seems that the land of sky blue waters has even more turkeys than lakes. In fact, 19,132,000 turkeys.

This is 32% more than Minnesota's 1960 gobbler crop, and an increase markedly higher than the nation's 26%. Trouble is, the glut has hammered prices paid to growers down to the lowest levels in 25 years—and well below their production costs.

So the Minnesota Turkey Growers Assn., through Fyten-Hoffman, Minneapolis, has launched a campaign of advertising, publicity and in-store merchandising to sell the birds at profitable prices.

Page ads are scheduled this week for newspapers in Minneapolis and St. Paul, and 1,000-line ads in 22 other state dailies. Tv and radio spots supplement the print promotion in the Twin Cities, Duluth, and six additional markets.

■ The drive carried into eastern markets later this week, with 1,000-line b&w ads in the *New York Journal-American*, *Philadelphia Bulletin*, *Boston Globe*, *Chicago Sun-Times* and *Chicago Daily News*.

The association will make available merchandising materials that were developed in a mass selling event in Buffalo, Minn., population 2,500. There, a free turkey barbecue, "turkey trot" dance, clowns and similar hoopla helped sell 54,000 lbs. of turkey at regular prices in two days—exceeding the goal by 4,000 lbs. Nearly a score more of such promotions are scheduled or are in preparation.

the new TURKEY CROP is in...
AND IT'S THE BEST EVER!
lowest prices in...
25 YEARS!
America's greatest meat value!
So easy to prepare and roast
Buy several now ... in sizes to suit any occasion!
MINNESOTA TURKEY GROWERS ASSOCIATION

TURKEY TALK—*This ad promoted turkeys in New York, Philadelphia, Boston and Chicago.*

The Minnesota growers, in disposing of their crop, hope to point the way for the nation's turkey farmers. "We've done a poor job of telling our story," said Stanley Schewe, of Sleepy Eye, grower and president of the association, "while other meat-producing industries have expanded their promotional activities.

"Now we've decided to get going on our own, and we hope that the entire turkey industry, in every state, will follow suit."

■ Wayne Jimmerson, Wayzata, and Douglas McCulley, Long Lake, co-chairmen of Turkey Week, said the campaign is a joint effort of growers, processors, hatcheries and feed suppliers. Funds collected are in addition to regular grower contributions which help finance the National Turkey Federation's Eat More Turkey promotion. #

Campbell Soup Ads, Sales Are Highest Ever

CAMDEN, Oct. 18—Campbell Soup Co. reached a new high in advertising and promotion expenditures in its 1960-'61 fiscal year of $51,000,000, it was disclosed by W. B. Murphy, president, in his annual report to stockholders.

This figure is approximately 8.9% of sales, and compares with expenditures of $49,000,000 for the previous year—about the same percentage of total sales.

These expenditures for selling, advertising, home economics services and market research cover Campbell's, Franco-American, V-8, Swanson and Pepperidge Farm products in the U.S. and Canada.

■ Mr. Murphy reported to stockholders that the company has started sponsorship of "Father of the Bride," a Friday evening network tv show, in addition to "Lassie" and the "Donna Reed Show."

In the coming year, he reported, Campbell will introduce the largest number of new consumer tested products that it has ever announced in a single year (AA, Sept. 25).

Among the new products are two Campbell heat-processed soups, four Swanson frozen meat pies, the seven new "Red Kettle" dry soup mixes which will be introduced on a market-by-market basis, and Pepperidge Farm products.

In the past year, nine new products were introduced under the various brand names. Mr. Murphy reported that more than one-third of the year's sales were in products introduced by the firm in the past 10 years.

Campbell announced record sales for the fiscal year of $572,000,000, up 4% from the $548,000,000 the previous year. #

McCormick, Exec VP of Ross Roy-BSF&D, Dies in Houston

HOUSTON, Oct. 17—Thomas G. McCormick, 53, executive vp of Ross Roy-BSF&D, died of a heart attack last night. He had been a patient in St. Luke's Hospital, Baylor University medical center, where he had undergone major surgery the previous Friday.

Mr. McCormick's entire career was spent in advertising, the last 25 years with Ross Roy. Previously he was assistant ad manager of De Soto division of Chrysler Corp.

A native Detroiter, he attended Detroit City College, was active in Catholic charities, and a member of the city council of Grosse Pointe Park.

A. EDWARD ROOD

CHICAGO, Oct. 17—A. Edward Rood, 62, senior vice-president and a director of Foote, Cone & Belding, died of a heart attack today in Wesley Memorial Hospital.

Mr. Rood joined Lord & Thomas in January, 1929, as assistant treasurer and assistant secretary, principally to handle the finances of the late Albert D. Lasker. He was elected a vp in charge of finance in 1943, and became a director of the agency in 1951. Before 1929 he was in the investment banking business in Chicago.

JOHN L'ESTRANGE REYNOLDS

CHICAGO, Oct. 17—John L'Estrange Reynolds, 70, vp and director of Criterion Advertising Co., died Oct. 14 in Evanston Hospital. Mr. Reynolds was also a director of the Evanston Trust & Savings Bank.

superconductivity

superconductivity

superconductivity

That ticket to the moon you bought some time ago is increasing in value.

Part of the credit goes to a mouthful called superconductivity, an electronics term for the energy-storing ability of certain metal alloys.

Recently, Electronic News reported a story about technetium-molybdenum, a superconductive metal that can be loaded with energy by passing a current through it. Once loaded, technetium-molybdenum can convert the energy of its magnetic field into electricity or command, and thus serve as a virtually unlimited power source for round-trip rocket flights into space.

Electronic News published this story first, just as it publishes all the significant news of electronics first. This is why people in the electronics industry — from engineers to company presidents — read it regularly.

THE BIG DIFFERENCE IS

NEWS

Dentists Battle Over Toothpaste Ad Policies

(Continued from Page 1)

ing subsidized by Colgate were untrue.

Dr. Alstadt claimed the so-called double talk by council members was a "red herring to divert the attention of delegates from the true issues."

■ The council circulated the latest ads for Crest in *Life* magazine, and showed two one-minute tv commercials (prepared by Benton and Bowles) to the reference committee to illustrate how P&G had modified its advertising to conform with codes of ethics and requests of the ADA.

Several dentists at the hearing charged that both the *Life* ads and the tv commercials had been prepared only several days before the convention, just for show. This was not denied.

Prior to the voting, the board of trustees of the ADA issued Report 6, reviewing the "allegations which have been made in support of the resolution introduced by the North Carolina delegation."

■ In this report, the board for the first time made reference to activities of the Colgate-Palmolive Co., pointing out that for 20 years this company has had an opportunity to submit evidence on therapeutic dentifrices to the council on dental therapeutics for evaluation.

"Not once in this long period," the board said, "has it ever requested such evaluation, so that it might cooperate with the dental profession in advertising its products truthfully and honestly to the public."

In the opinion of the council, the report continued, "advertising claims for the company's dentifrices have been consistently misleading and one claim—'the invisible shield'—has recently been the subject of a cease and desist order by the FTC." Colgate also refused to accept an invitation to a conference in 1958 called by ADA representatives to discuss the elimination of false and misleading claims in advertising, the report said.

■ The board also accused Colgate of financing a survey of the house of delegates last year, and of sponsoring a press conference by Dr. LeRoy Miner of Boston, a past ADA president. It further claimed that Crest advertising is following and has followed association policies.

ADA's council on therapeutics last year classified Crest under Group B, thus allowing P&G to advertise that Crest has "shown to be an effective anti-caries dentifrice," while still withholding use of ADA's seal of acceptance.

The North Carolina delegation's resolution would have rescinded the approval because it called for (1) dropping the Group B_1 classification for brand name proprietary products, (2) requiring that a new eligibility classification be established for one year before any product is classified in Group A, and (3) urged that any Group A product be allowed advertising only in professional journals.

■ Opening shot in the battle was a letter by 52 delegates (33 of them members of the house of delegates) to all attending, pointing out that Group B recognition has "become a tool for exploitation by commercial interests."

The public just doesn't realize the difference between limited recognition and full acceptance of a product, they claimed, and charged that recognition of a single manufacturer's product has caused the public to imply a "less than honorable relationship between us."

Throughout the hassle were sprinkled references to a competitive dentifrice producer, though neither the officers nor the North Carolina resolution proponents named names. But off the record, —and later, officially—they admitted it was Colgate-Palmolive.

■ ADA officials issued a reply to the 52 delegates' letter which, it noted, consisted mainly of vague charges.

"It is true," the statement said, "that during this past year at least one commercial agency has been very active in fomenting dissension within the profession.

"This commercial activity (canned editorials and critical comments) can in no way change the scientific evidence on which the association's original decision was made. Nor can it alter the association's obligation to inform the profession and the public on matters which are related to dental health."

An ADA public relations man, slightly bitter, said that Colgate had had a public relations executive in Philadelphia for a week prior to the convention to help organize introduction of the issue on the floor. No one from P&G had been in evidence.

■ Dr. John B. Wilson, San Marino, Cal., 1st vice-president, read a trustees' report on the floor asking the house of delegates not to be "misled by the short-term discomfort of competing commercial dentifrice manufacturers who have developed their market with an open contempt for scientific research and the counsel of the dental profession.

"The decision has served notice that the association and the dental profession will not be influenced or intimidated by threats of commercial interests whose only concern is their balance sheet," he said. #

Research Gets Priority, Colgate-Palmolive Says

NEW YORK, Oct. 20—Colgate-Palmolive defended its research record with the following statement:

"It is apparent that the trustees have been misinformed regarding Colgate's dental research activities, which are among the most extensive in the world. To house these expanding research activities, Colgate is building a $10,000,000 research center at New Brunswick, N. J., scheduled for completion next June. In addition to the activities of its own large dental research staff, Colgate has continued to maintain research projects on various aspects of dental health at numerous dental schools in the U. S. and elsewhere.

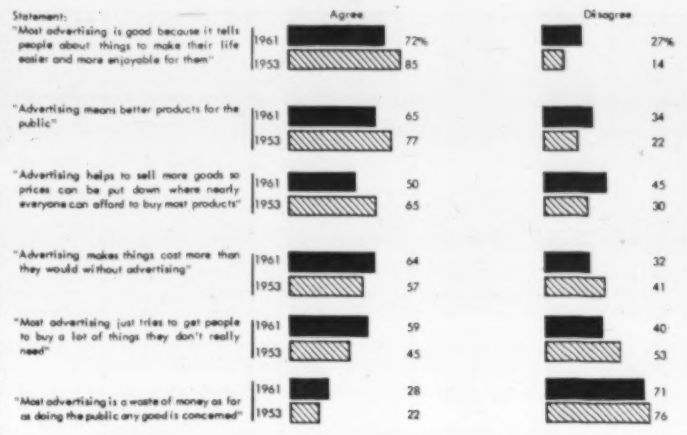
"Today, dental research at Colgate enjoys the highest priority and the budgets for such activity are at an alltime high."

■ While the company would not comment directly on the association's censure, it did say:

"We congratulate the house of delegates on its unanimous vote for the resolution which directs the council on dental therapeutics to take all necessary steps to prevent the misinterpretation of the council's action on dentifrice advertising by the public. Since the council controls only the advertising on Crest, it is obvious the house of delegates, representing about 95,000 dentists, felt that some policing action was necessary on Crest advertising. We feel this is a step in the right direction to protect the public."

Trends in Attitudes Toward Advertising

Source: Field Research Co.


Statement:
Agree
Disagree
"Most advertising is good because it tells people about things to make their life easier and more enjoyable for them"
1961 72% 27%
1953 85 14
"Advertising means better products for the public"
1961 65 34
1953 77 22
"Advertising helps to sell more goods so prices can be put down where nearly everyone can afford to buy most products"
1961 50 45
1953 65 30
"Advertising makes things cost more than they would without advertising"
1961 64 32
1953 57 41
"Most advertising just tries to get people to buy a lot of things they don't really need"
1961 59 40
1953 45 53
"Most advertising is a waste of money as far as doing the public any good is concerned"
1961 28 71
1953 22 76

Losses on Canada Pay TV Test Exaggerated; They're Investment in Development: Balaban

NEW YORK, Oct. 18—Paramount Pictures Corp., denying reports that its pay tv test in Etobicoke, Ont., is losing $11,000 per week, today put its loss at $3,500 before depreciation, and "below $7,500 after amortization."

These figures were contained in a letter sent by Barney Balaban, Paramount's president, to John F. Fitzgibbons Sr., president of Famous Players Canadian Corp., which is conducting the test in the Toronto suburb. The letter, released to the press, was sent to refute publicized charges made by Norman S. Robertson when he resigned recently as a director of Famous Players, a company 51% owned by Paramount.

■ In response to Mr. Robertson's allegation that the directors of Famous Players were not informed of the cost of maintaining the telemeter experiment, the letter stated that "Mr. Robertson would have had to shield himself from such information in order to avoid being exposed to the facts. The major capital expenditures, amounting to about $1,500,000, were authorized by the directors of Famous Players on Aug. 17, 1959," and although Mr. Robertson was not present at that meeting, he was sent detailed information and heard the report in the minutes of the following meeting.

Mr. Balaban pointed out that Paramount this year had agreed to assume full costs of the Etobicoke experiment and made the arrangements retroactive to Jan. 1, 1961. A written agreement to that effect was awaiting "the convenience of counsel at the time of Mr. Robertson's public statement" that Paramount was "milking" Famous Players.

■ The letter stated that "results at this early stage could not be judged in terms of profits or losses. The Etobicoke costs were considered as expenditures for research and development."

He said that Telemeter expected to lose money on some initial programming. As an example, its telecasts of hockey games at $1 per home would still lose money if all of its approximately 5,000 subscribers bought the shows, which cost the company $8,000 each.

The letter compared pay tv experiences with the growing pains of commercial tv, noting that the four networks and some 50 stations existing in 1948 reported aggregate losses of almost $15,000,000. #

License Cutback Might Help Radio Improve, Says Ford

(Continued from Page 1)

impact of its present policy. "No one really has the answer and undoubtedly the answer varies in different communities," he said.

■ "This study should not necessarily be directed to a change in commission policy with respect to the freedom of entry into broadcasting, but to determine whether or not as a result of the free wheeling grants which we are making, the public interest on an over-all basis is being served."

National Association of Broadcasters President LeRoy Collins has been among the broadcast leaders advocating a new FCC policy on additional stations. He has argued that intense competition has forced many stations to lower their standards.

In his talk today, Commissioner Ford recalled that until 1940, FCC frequently rejected applications unless there was proof that the station was needed. More recently, he noted, the commission and the courts have taken the position that broadcasters are expected to operate in a free economy, without economic protection from the government.

■ "Has the time come for the commission to re-examine its thinking?" he asked. "Has the tremendous increase in competition between stations really brought the benefits which our agency contemplated in the decisions to which I have referred? Or, in some communities, at least, has competition become a destructive force, decreasing the quality of programming and placing station after station on a marginal economic basis? Is bad programming driving out the good because it costs less to produce?" #

Bowman Joins 'New Yorker'

Michael E. Bowman, formerly with St. Regis Paper Co., has joined the advertising staff of *The New Yorker*.

Mitchell Named Dictograph VP

Dictograph Products, Danbury, Conn., has named Charles A. Mitchell vp in charge of marketing, a new post. He formerly was distribution sales manager of General Electric Co.

Walsh Adds General Insurance

General Insurance Co. of America, Seattle, has named Walsh Advertising, Toronto, to handle its advertising in Canada. General's account in the U. S. is with Lennen & Newell.

Rabsey Rejoins Otto

Jean Rabsey, formerly with Market Research Corp. of America, Chicago, has rejoined Robert Otto & Co., New York, as associate media director.

Advertising Image Fades in California, Field Study Shows

SAN FRANCISCO, Oct. 20—Additional fuel for the fires now being built under advertising came today with completion by Field Research Co. of a follow-up survey of California opinion of the business.

The result, according to Mervin D. Field, president of the San Francisco market opinion and consumer survey company, is "an indication of continued and growing dissatisfaction with advertising.

"In 1953," Mr. Field said, "we asked a representative cross section of California adults to give their reactions to a series of statements, favorable and unfavorable, about advertising. In February of this year, we asked another cross section of the population to respond to the same series of statements.

■ "The trend of opinion is clear cut," he declared. "More Californians agree with the unfavorable statements and disagree with the favorable comments about advertising in 1961 than in 1953.

"Moreover," Mr. Field continued, "those who do favor advertising today are less strongly committed than they were in 1953."#

Business Papers May Hit $1 Billion by '70: Lasser

(Continued from Page 1)

1,230,000 advertising pages were run in business papers. By 1970 there can be 1,800,000. In 1960 advertisers spent $546,000,000 for space in business papers. By 1970 they can spend $1.1 billion."

■ "As you look at these figures," Mr. Hand said, "you wonder at what point business papers will become the largest of the national advertising media. There is no question that present trends can bring this about at some point in the future."

He warned publishers, "If you don't double your advertising volume by 1970, you haven't even held your place in the field.

"The biggest problem to be faced in future years," he said, "is the very dynamism of the industry. New capital will be needed. It will come primarily from the entry of newcomers into the field, from public stock issues, and from the growth of larger enterprises.

"New thinking will be needed—initiative, higher standards and pride in the profession. Most of all, people will be needed. These will need to be management men in addition to being publishers. They will need to be trained in all phases of the publishing job."

■ William Farragher, advertising manager of Youngstown Sheet & Tube Co., told the ABP conference that his company is increasing its 1962 business paper budget by 32% over 1961. He reported on some findings from a study of some 90 business publications last year, when the company suspended all trade paper advertising (AA, Nov. 14, '60).

Among his recommendations:

- Get more competent help in preparing visual aids for presentations.
- Spend less money on market research, and more in readership studies and editorial improvement.
- Get more agreement on circulation data, particularly on standardized job classifications.
- Bring editors to meet advertising prospects, since they can best explain the field they serve. #

THIS BOOM HAS A SOLID BASE!

Every magazine interests somebody. Most advertisers count on interest as well as "bodies." And the measurement of interest for an editorial product is not unlike the acid test for your own product—what happens to it in the marketplace?

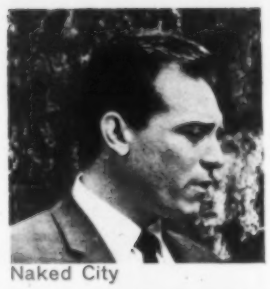
This explains the growing advertising investment in TV Guide based on today's magazine marketplace. More people will spend more money (50 million dollars) for TV Guide this year than for any other magazine published, regardless of cover price or frequency of issue.

TV GUIDE

America's Best-Selling Weekly Magazine

$50 MILLION

Hawaiian Eye


Naked City

77 Sunset Strip

The Cheyenne Show

Target: The Corruptors

Ozzie & Harriet

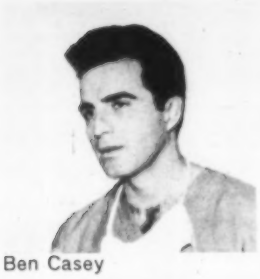
The Donna Reed Show

The Real McCoys

My Three Sons

The Flintstones

What do we do for an encore?


Ben Casey

Bachelor Father

Calvin and The Colonel

The New Breed

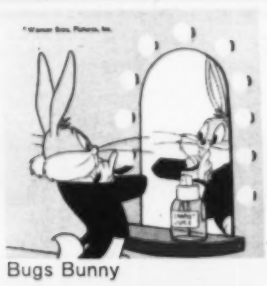
Alcoa Premiere

Margie

The Hathaways

Straightaway

Rifleman


Bugs Bunny

SurfSide Six

The Roaring 20's

The Untouchables

Here's what:

To follow in the footlights of ten of ABC-TV's top programs *(each of them in first place in their time periods*)* we've got a bevy of future headliners waiting in the wings.

Will they beat the box-office of our big ones? It won't be easy. But we think the newcomers (and the established favorites soon to start their new 1961-62 series) show the kind of style that will make it.

To see how well they do, keep your eye on ABC-TV. Which is just what the audience is doing.

ABC Television

*Source: Nielsen 24 Market TV Report, Average Audience, week ending October 1, 1961, 7:30-11 PM, Mon.-Sat.; 6:30-11 PM, Sun.

The Editorial Viewpoint . . .

Mostly Predictable

The first thing to be said about the American Assn. of Advertising Agencies-Hill & Knowlton attitudinal study conducted among thought leaders is that until everyone gets a better look at it, comments will have to be preliminary.

Nevertheless, from the summaries released and bootlegged around the Four A's Chicago meeting, it is fairly clear that the survey came out about the way any experienced and thoughtful advertising man would have expected.

Advertising has a problem with thought leaders, and the problem is compounded by the intrusive nature of television, and by the presence on television of certain products, and selling techniques for those products. The power of television is in part, of course, that talent for intrusion. Thus, what has sparked advertiser interest in the medium, and brought home so many dollars to company coffers, is precisely the quality which thought leaders find so irksome.

But all this was recognized before the study went into the field.

What ought to give thinking advertising men pause, it seems, is the attitude of business executives in management. Their detachment might be summarized as follows: "If there is an advertising problem, it is a problem for agencies and for media, not for us." Since the 37 business men who were respondents work for companies which spend a total of $860,000,000 in advertising, it may be assumed that they have had some opportunity to think through their general approach to advertising. And the study seems to say that their general approach is one of polite disinterest.

Only a little more than one-fifth of business management men knew anything about efforts to improve advertising content or to exercise self regulation. And one executive went so far as to say that while advertising and its facilities were of use to him, "if advertising agencies and media were threatened with destruction tomorrow, we wouldn't lift a hand to help. We'd find some other means of merchandising our products, and that's the way it is."

Obviously, advertising has done a poor job of getting its story across to management if this attitude can exist. It seems elementary to say that concern with college and government attitudes—where respondents speak about advertising from a distance, and where knowledge is at least partially theoretical—seems secondary to convincing people in management that advertising and its future are important to them.

It's hard to imagine that advertisers can believe themselves so disengaged from the advertising problem; yet the study is convinced that they are, that they believe none of the blame for existing problems rubs off on them, and by and large it seems the study bears this out.

Finally, the study seems quite hopeful in indicating that if thought leaders were provided with more and better information, their attitudes would be susceptible to change. It might be well to keep in mind that most public relations companies are, after all, in the business of creating or reshaping attitudes. But after this precautionary note, the burden of the survey seems to say that reliable and accurate information, distributed to the proper people, would assist in improving the image of advertising.

Essentially, then, the solution appears to rest with getting to the right people more accurate information about advertising. It also appears to rest with agencies and media, with advertiser management maintaining an interested watch from the sidelines. And finally, it seems to re-stress the importance of self regulation, of finding ways among advertising men to keep advertising within bounds. There seemed to be little predisposition toward government regulation, and for that advertising people can be thankful.

Unfortunately, Still Unpredictable

Meanwhile, back at the Federal Trade Commission, the full commission was savaging attorneys for Colgate-Palmolive and Ted Bates & Co., which had won an initial decision from an FTC examiner who held the "sandpaper" demonstration was harmless puffery.

The case demonstrates, as our story said, something of the turn of mind of the present commission, and its probable attitude toward tv props.

It also demonstrates that there is no consistency in FTC. When Matthias Correa, Colgate's attorney, attempted to point out that former FTC Chairman Earl Kintner had said props were permissible for photographic purposes, so long as no deception was involved, Chairman Paul Rand Dixon said he didn't care what anyone had said (including former chairmen)—"That doesn't bind us."

It is all very well for the FTC to regard itself as unhampered by previous policy, but one may wish, wistfully, that the FTC could grasp a principle: That consistent policy, enforced fairly across the years, is much to be preferred to whim and caprice. In fact, advertising men generally recognize the need for a regulatory body like the FTC. They only wish it had a better sense of direction, and that one might depend on its general course, given a basic set of circumstances. Until the FTC can make its policy consistent, it cannot command maximum respect or support, although its utility and dedication are recognized.

Gladys the beautiful receptionist

—Sandy Woodbridge, Bozell & Jacobs, Omaha.

"He says it's the earliest he ever missed a deadline."

What They're Saying . . .

TV Exchange Program?

It wouldn't be a bad idea to send all American tv producers to England for a while—and it would be even better to send all the critics there, maybe permanently. One thing all of them would discover: That other people have troubles too.

The strange thing is that, while the systems are different, the troubles are much the same. In spite of having a noncommercial channel in competition with a commercial one the British public complains that both dish up the same course at the same time.

They do not have a Federal Communications Commission chairman to tell them that there is a "vast wasteland" in tv programs, but they have a committee which has been observing tv for a long time and is presently going to decide whether the proposed third channel is to be commercial or not. They make some crime and mystery shows of their own and they import a lot of our Westerns—and they have researchers who tell them that the excitement of these programs may lead to attacks of angina pectoris. (For some reason, Welshmen are immune.)

They have not had a big payola scandal (the Italians have) but the familiar charge of "pressure" has been heard in the land.

The common report is that the British Broadcasting Corporation, a public monopoly when tv began, has become more brisk and bright because of the competition of the commercial boys. Naturally the BBC doesn't want to deny it is brisk and bright—it just says it always was.

In Britain a commercial producer put on the most highbrow drama I saw in nearly a month of watching, and the BBC's coverage of cricket, tennis and racing was ample to the point of being stupefying. The quality of the programs seems at times interchangeable. And once when the enterprising Granada (commercial) network put on a special production, starring Vivien Leigh in a dramatization of something like "Crime and Punishment," the BBC courteously refused to compete. It didn't exactly go off the air—it only ran a Fred Astaire movie which already had been seen twice on tv.

The Astaire movie got twice as many viewers as the big drama.

There are times when—after you have admitted all the faults of our own way of handling television—you begin to suspect that what we are all complaining about is chiefly people.

—From Review, Column by Gilbert Seldes in TV Guide.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

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S. R. Bernstein, editorial director. **John Crichton**, editor. **Jarlath J. Graham**, managing editor. **Don Morris**, assistant managing editor.

Senior Editors: Washington—**Stanley E. Cohen**. New York—**James V. O'Gara** (in charge), **Maurine Christopher** (broadcast). Chicago—**Emily C. Hall** (features), **Merle Kingman**.

Associates: New York—**Lawrence Bernard, Phyllis Johnson, Ramona Bechtos, Frank Sinclair, Rance E. Crain**. Chicago—**Albert Stephanides, Shirley Ullman, Emmett Curme, Lawrence E. Doherty, Cynthia Eaton, Helen Barnett**. Detroit—**Hugh C. Quinn**. Los Angeles—**Denis Higgins**.

F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **John B. Carlson**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, William A. Maher, Alfred Malecki, B. Richard Weston, Don Walsh**. Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Murray Packard**. Los Angeles: **Richard E. McCarty**, Western Advertising Manager, 8217 Beverly Blvd., OLive 1-3710. San Francisco: **Wm. Blair Smith**, 22 Battery St., YUkon 1-1299. Portland, Ore.: (Frank J. McHugh Co., 520 S. W. Sixth Ave., CA 6-2561) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co., 101 Jones Bldg., MA 4-3840) **Thomas A. Knowles**. London: Joshua B. Powers, Ltd., 27 Cockspur St., London SW1. Paris: Gerard Lasfargues, 186 Boulevard Malesherbes, Paris 17. Tokyo: International Media Representatives, Ltd., Kisha Kurabu, 14, Marunouchi, 2-Chome, Tokyo.

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

"Thought leaders are wary of ads, 4A's told."

What do the people who read and hear the ads and buy the products think about it?

•

Sporting News says Casey Stengel was foolish to return to baseball via the new National League entry in New York.

Well, after all, he's got a book to promote.

•

"The main thing we're selling is hope," explains the advertising manager of a cosmetics house.

And as far as the dear ladies are concerned, hope continues to spring eternal.

•

The newly formed Assn. of Discount Merchants is planning a public relations campaign.

They won't have too much difficulty explaining their cut prices.

•

Abstract art, says Roger Burlingame in the *Post*, has been foisted off by art dealers on parvenu snobs in their never-ending quest for status symbols.

In view of the demand-supply situation, there must be a lot of snobs.

•

When you refer to the AMA, please be sure to indicate whether you mean the American Management Assn., the American Marketing Assn. or the American Medical Assn.

•

A message is addressed by *Good Housekeeping* "to advertising men who are also business men."

There may be advertising men who are not business men, but you won't find any who'll admit it.

•

The wastebasket, suggests Leo Burnett, is one of an agency's most effective tools.

And by the same token good copy readers are just as important as good copywriters.

•

Procter & Gamble talks about its policy of "always filling management openings by promoting from within."

Under this system you might become president, chairman of the board or even Secretary of Defense.

•

Ethical drugs, prescribed by doctors, now outsell proprietaries, the over-the-counter items, about three to one, AA reports.

The drug manufacturers should bow in the direction of Blue Cross and Blue Shield.

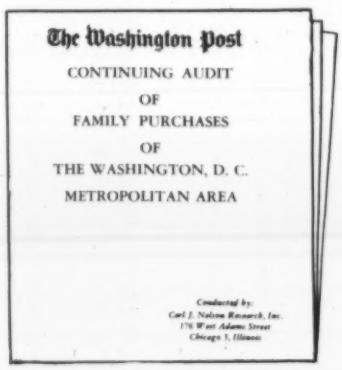
•

An agency looking for an associate creative director specifies he must be "a whole, completely equipped advertising man."

Can't he even carry a few wound stripes or battle stars?

COPY CUB.

The Washington Post is read every day by more families with children under 18 years of age than read both other Washington newspapers combined.



Carl J. Nelson Research, Inc., January-June 1961

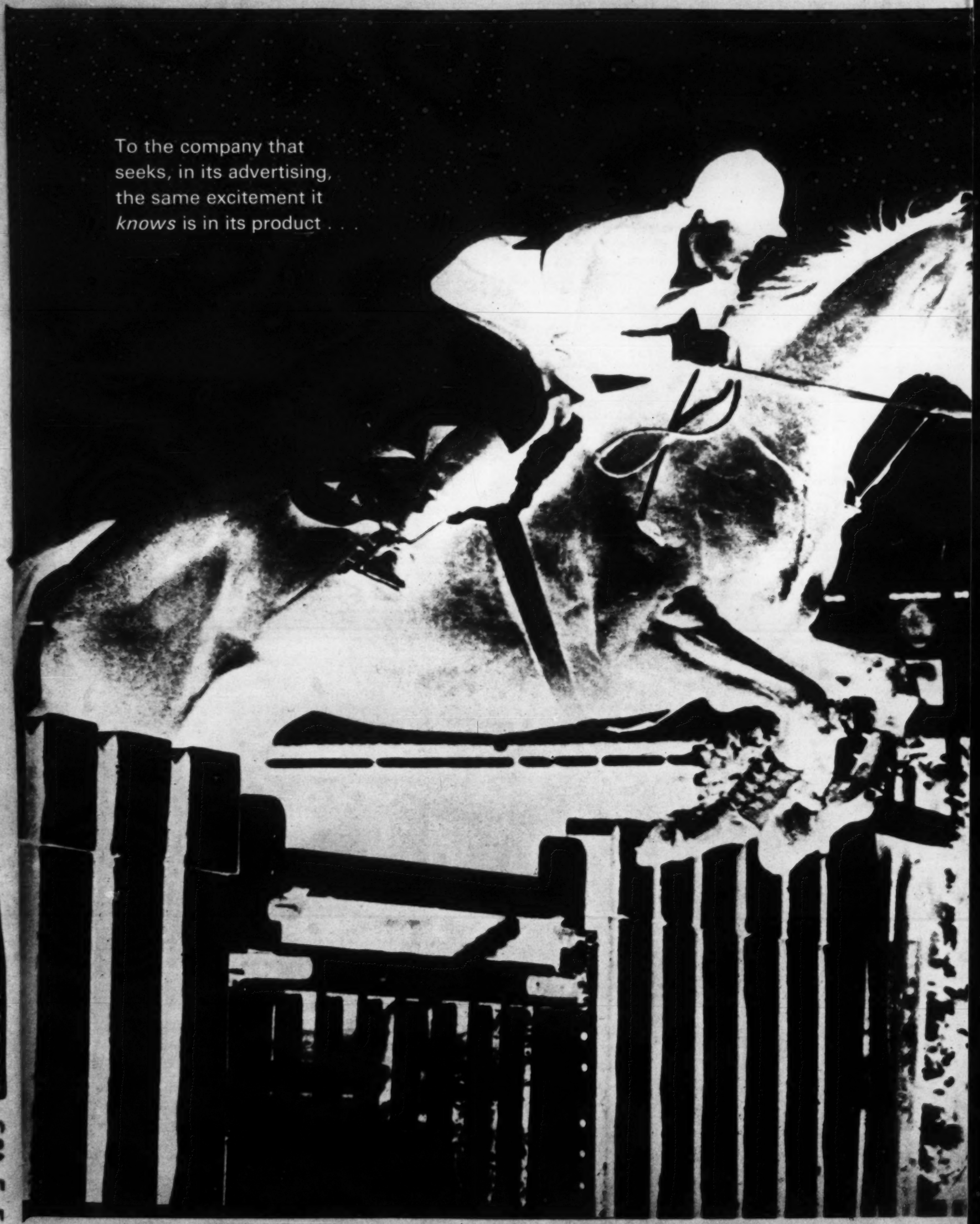
Write or phone for brand information on commodities measured in The Washington Post's new survey.

Member Newspaper Color Advertising, Inc.
Continuity Rates Apply to Both Color and Black and White.

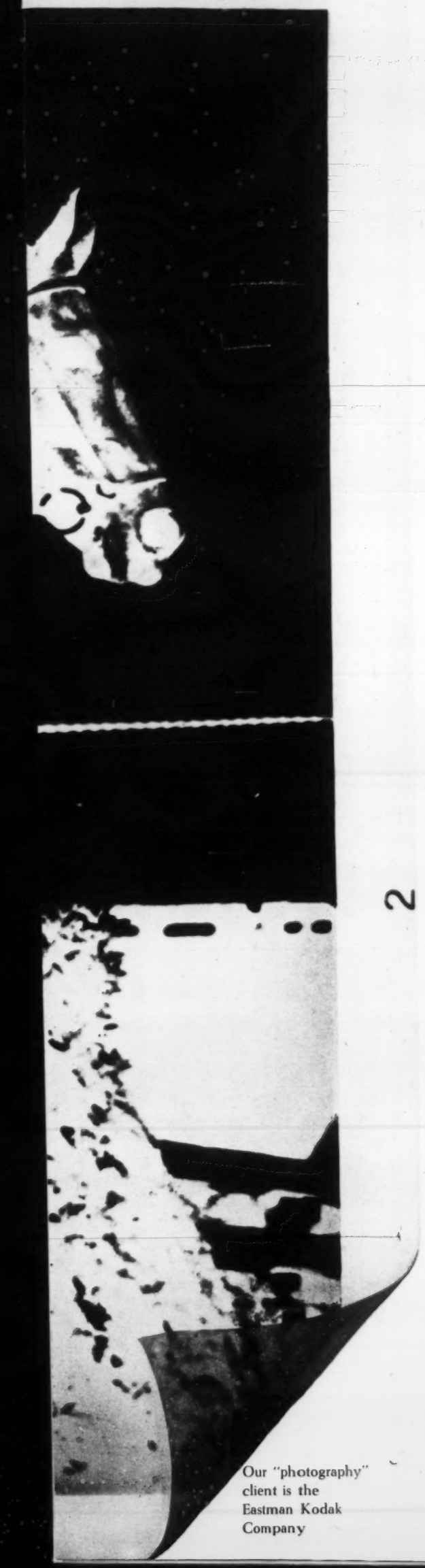
Represented by: Sawyer, Ferguson, Walker—N. Y., Chic., Det., Atlanta, Phila., San Fran., Los Angeles; Joshua B. Powers, Ltd.—London; Senor G. Enriquez Simoni—Mexico City; Allin Assoc.—Toronto & Montreal; Hal Winter Co., Florida Hotel & Resorts, Miami Beach; Tom McGill, New England Hotel & Resorts, W. Roxbury, Mass.; Lou Robbins, N. Y. & N. J. Hotel & Resorts, 1265 B'way, N. Y.; Grant Webb Co., Fin. Adv.—N. Y., Chic., San. Fran., Los Angeles, Seattle. Boston, Phila.; C. E. Starck, Pocono Hotel & Resorts, 86 E. Beverly Pkwy., Valley Stream, N. Y.; Puck, The Comic Weekly; Member, Metropolitan Sunday Newspapers, Inc.

KODAK SAFETY FILM

To the company that
seeks, in its advertising,
the same excitement it
knows is in its product . . .



KODAK SAFETY FILM



Our "photography" client is the Eastman Kodak Company

The excitement in photography

When you have lived with the men who make cameras and film, you know how surely this is their life as well as their business. When you have shared their progress in making film more faithful, making cameras more flexible, you know the heights of their purpose. When you have watched them test a shutter, check a focus, hover over developing baths while simple white paper blurs and sharpens into superb pictures, you know the depth of their care.

And you know, in this care they take, their realization that a picture is more than a print in hand... that it is a piece of living someone holds dear. This is the true excitement of their product —the excitement that we unswervingly seek to communicate in their advertising.

There is an honest excitement in every product of quality —whether it be a characteristic of the product itself or its effect on the people who use it. This is the excitement we pursue— this extra virtue that creates extra value in the mind of the consumer. This we seek to present with compelling vividness of word and picture.

This belief in, and quest for, a product's true excitement, is in our bones and reflects through the advertising we create— advertising generated from the finest organization of talents, services and facilities in an advertising agency today. *We welcome the company that seeks, in its advertising, the same excitement it knows is in its product.*

J. Walter Thompson Company

420 LEXINGTON AVENUE, NEW YORK 17, N. Y. Chicago, Detroit, San Francisco, Los Angeles, Hollywood, Washington, D. C., Miami, Pittsburgh, Montreal, Toronto, Mexico City, San Juan, Buenos Aires, Montevideo, São Paulo, Rio de Janeiro, Porto Alegre, Recife, Belo Horizonte, Santiago (Chile), Lima, London, Paris, Antwerp, Amsterdam, Frankfurt, Milan, Vienna, Johannesburg, Cape Town, Durban, Port Elizabeth, Salisbury (Southern Rhodesia), Bombay, Calcutta, New Delhi, Madras, Karachi, Colombo (Ceylon), Sydney, Melbourne, Tokyo, Osaka, Manila

Harold Bers, 47, Agency Veteran, Crossword Ace, Dies

ARMONK, N. Y., Oct. 17—Harold T. Bers, 47, a copy group head with Batten, Barton, Durstine & Osborn, died Oct. 13 of a heart attack.

Mr. Bers, who joined BBDO from Lennen & Newell in 1959, handled portions of the Philco, Dodge and Continental Can accounts.

Mr. Bers was six years at Lennen & Newell, where he worked on the P. Lorillard business. Prior to that he was a copy group head with McCann-Erickson. From 1947 to 1953 he was with William Esty Co., where he was a writer for R. J. Reynolds Tobacco Co.'s Camel in the years that it topped the 100 billion sales mark. He left as a vp.

Mr. Bers was with Young & Rubicam from 1937 to 1943, and before that was with Kenyon & Eckhardt.

He contributed light verse to magazines, and after the *New York Times* began publishing crossword puzzles in the 1940s, he was one of its main contributors. He was also bylined on more than 100 crosswords in the Sunday magazine. He is credited with the "inner clue" feature in crossword puzzles, in which many of the words are part of a unified theme.

ROY C. NELSON

CHICAGO, Oct. 17—Roy C. Nelson, 69, who retired from Al Paul Lefton Co. about seven years ago, died Sept. 27 following a long illness.

Mr. Nelson was an account executive and production supervisor at Lefton. He had been with the agency for about 20 years, and before that was with William H. Rankin Co., Chicago, and Joseph Katz Co., Baltimore.

MRS. FRANCES B. CARSON

NEW YORK, Oct. 17—Mrs. Frances B. Carson, an agency executive in the 1920s, died Oct. 9 at Lennox Hill Hospital. She lived at Hartsdale, N. Y.

The wife of Oswald B. Carson, she opened her own agency, Frances Buente Inc., reportedly the only agency of its kind owned and run by a woman at the time. She retired in the 1930s to become a housewife.

Before starting the agency, Mrs. Carson was with Tidewater Oil Co., first as a secretary and later as advertising manager.

AD 'POUR-IN'—*This "checkerboard" ad in November opens a tie-in series in McCall's in which Best Foods' Mazola corn oil pours out of its ad into the frying pan in the Gorton's ad below. Lennen & Newell is the agency for Best Foods; Harry M. Frost Co. for Gorton's.*

WILLIAM B. CLARK SR.

NORWALK, CONN., Oct. 17—William Buchanan Clark Sr., 61, advertising manager of the *Norwalk Hour* for the past 20 years, died of cancer at his home Oct. 6.

CHARLES F. KERN

PHILADELPHIA, Oct. 17—Charles F. Kern, 69, owner of the C. F. Kern Advertising Agency, Wynnewood, Pa., died here Oct. 10. Mr. Kern retired a year ago from the agency he had owned and operated for 35 years. The agency's offices had been in downtown Philadelphia before Mr. Kern moved them to Wynnewood.

LeROY L. SMITH

NEW YORK, Oct. 17—LeRoy L. Smith, 84, former editor and publisher of the *Long Island Daily Star*, died at University Hospital yesterday.

Mr. Smith joined the newspaper as a reporter soon after the turn of the century. He sold it to Samuel I. Newhouse in 1938, and the newspaper is now part of the *Long Island Star-Journal*.

Mr. Smith blamed the *Daily Star's* death on the American Newspaper Guild, which refused to negotiate a wage cut. He said the newspaper lost $200,000 in its last two years. After a two-week shutdown, Mr. Newhouse resumed publication at the old wage scale, under a new guild contract. In a subsequent merger, Mr. Newhouse combined the *Flushing Journal* with the *Daily Star*.

MacManus, John Hires Four

MacManus, John & Adams, Minneapolis, has added four men to its staff. Robert O'Kieffe joins MJ&A as an account executive on Minnesota Mining & Mfg. Co.'s retail tape division. He formerly was with 3M as contact supervisor for this division. Mark Morrissey, who previously was with J. Walter Thompson Co., Chicago, has been named director of marketing, merchandising and promotion. Joining the creative staff are Robert Connolly, art director, formerly with Batten, Barton, Durstine & Osborn, Minneapolis, and Tim Howley, copywriter, previously with Bolin-Smith.

Healy Names Hannington

Healy Advertising Agency, Montclair, N. J., has appointed Vaughn G. Hannington copy chief. Mr. Hannington was formerly with Adams & Keyes.

THE PRO$PER BOSTONIAN

He reads the morning Herald or the evening Traveler. He's the reason for these papers' circulation lead in the "Upper 2/3"—the most prosperous cities and towns in the Boston Standard Metropolitan Area. He owns 8% more cars per household than typical residents of Globe towns, 28% more than those of Record-American towns. A good customer. That's why the Herald-Traveler leads in Total Display advertising linage by 2,389,419 lines over the Globe, by 16,984,679 lines over the Record-American. For the full Upper 2/3 story, write or call us direct, or contact our representatives.

MORNING Herald-Traveler EVENING

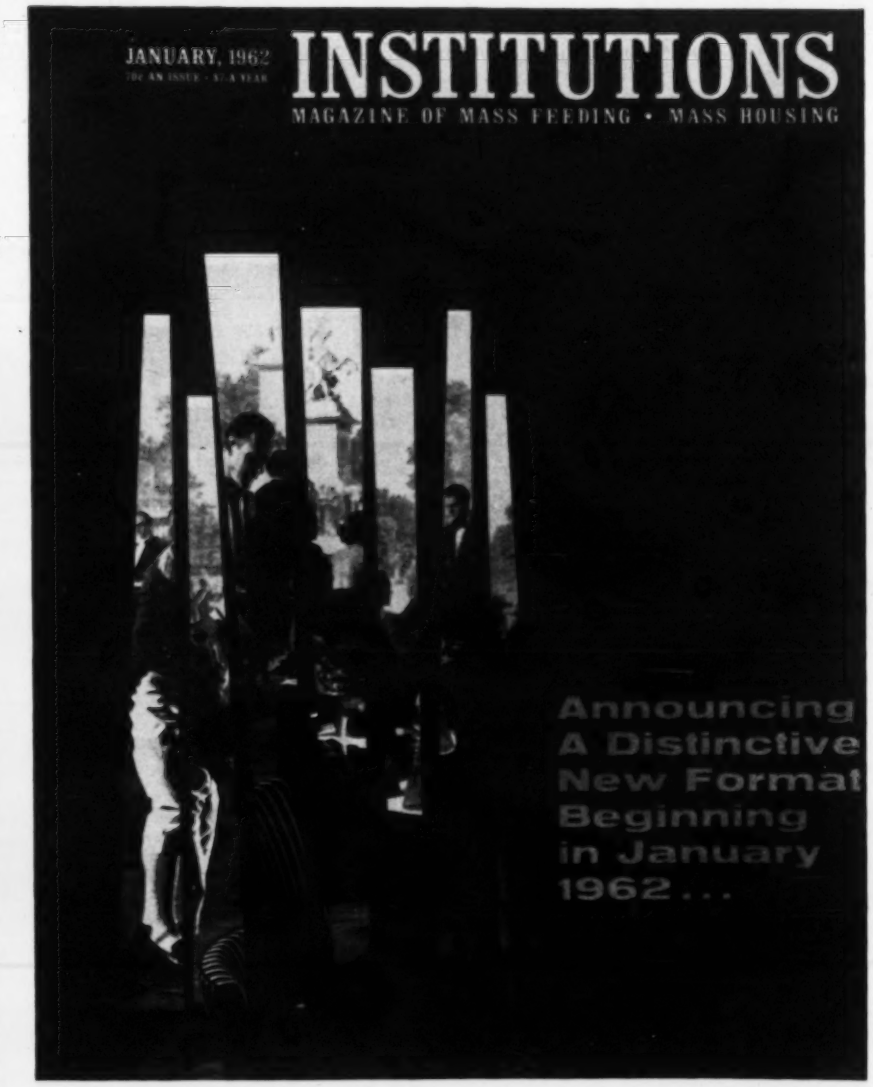
BOSTON'S HOME-DELIVERED NEWSPAPERS

Represented nationally by Sawyer-Ferguson-Walker

Beg, borrow, blackmail the comptroller,

but

DON'T MISS OUT IN JANUARY!



January closings have a way of sneaking up unnoticed. Particularly if your '62 budget is still in the lap of the gods.

That's why we want to make sure you know about the spanking new, excitingly different INSTITUTIONS. With its distinctive new size and striking new format, the January issue is eagerly awaited by subscribers. With even greater use of full color than ever plus a 300% increase in full editorial pages, it promises to be more thoroughly read than an agency president's tax return.

And with the flexibility of offset, we can not only accept your available letterpress plates (no charges involved), but offer you several money-saving alternatives as well.

The eyes of 45,000 paying customers are on the January issue. You belong in it!

CLOSING DATE FOR SPACE RESERVATIONS—NOVEMBER 20

INSTITUTIONS

MAGAZINE OF MASS FEEDING • MASS HOUSING

1801 Prairie Ave. • Chicago 16, Ill. • CAlumet 5-1800

GET TOUGH!

Firm up your business by advertising to the *premium* male market in ELKS MAGAZINE

*Starch Consumer Magazine Report, 1961

If your business is slow to respond as the economy turns up—try a promotional push to the affluent, acquisitive Elks market. Elks are among the nation's top earners . . . with a high $8,709 median income*. They are mature heads of households who own and buy just about everything at a record rate*.

Nearly ½ are business owners, officials or professional men—well paid, well housed, well traveled community leaders. Advertising to Elks is smart. They are proven buyers—with the temperament and the means for making consistently large scale expenditures on business, shelter, apparel, leisure, luxury and service items.

Get tough with your ad dollar. Squeeze it for all it's worth with sales messages in ELKS MAGAZINE . . . the only publication designed to exclusively reach, influence and sell the dynamic Elks group. The cost— about ½ that of other leading Men's books.

CIRCULATION.....1,308,301 (ABC 6/30/61)
C/P/M.....$2.33

THE Elks MAGAZINE
• New York, 386 Park Ave. South
• Chicago, 360 N. Michigan Ave.
• Los Angeles, 5909 W. 3rd St.

WWTV AREA RETAIL SALES TOP WYOMING'S BY 91%!

WWTV has daily circulation, daytime and nighttime, in 36 Michigan counties (NCS No. 3).

Your chances of making sales in the big WWTV coverage area (Northern Lower Michigan) are almost twice as good as in *all* of Wyoming*.

WWTV, Cadillac-Traverse City, is the undisputed leader in 36 Northern Lower Michigan counties—delivering more homes than Station B in *all* 168 quarter hours surveyed, 6 p.m.-Midnight, Sunday through Saturday (NSI for Cadillac-Traverse City—Oct. 17-Nov. 13, 1960). You would need 13 daily newspapers or 16 radio stations to even *approach* this penetration.

Add WWTV to your WKZO-TV (Kalamazoo-Grand Rapids) schedule and get all the rest of outstate Michigan worth having. *If you want it all, give us a call!*

**WWTV area retail sales are $832,349,000 annually compared to $436,251 for Wyoming. Source: SRDS.*

The Felzer Stations

WKZO-TV—GRAND RAPIDS-KALAMAZOO
WKZO RADIO—KALAMAZOO-BATTLE CREEK
WJEF RADIO—GRAND RAPIDS
WJEF-FM—GRAND RAPIDS-KALAMAZOO
WWTV—CADILLAC-TRAVERSE CITY
KOLN-TV—LINCOLN, NEBRASKA
KGIN-TV—GRAND ISLAND, NEBRASKA

AM-TV-FM

WWTV

316,000 WATTS • CHANNEL 13 • 1282' TOWER • CBS and ABC
Officially Authorized for CADILLAC-TRAVERSE CITY
Serving Northern Lower Michigan

Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

Cecil R. Conner, head of the agency bearing his name, was honored recently by his colleagues for his 50-year membership in the Denver Advertising Club. Aptly, he's now serving as chairman of the club's historical committee . . .

The Pepsi-Cola Bottlers Assn. recently established a $45,000 scholarship fund at Northwestern University, graduate school of business administration, Evanston, Ill., in memory of **Alfred N. Steele,** late chairman of Pepsi-Cola Co., and a 1923 alumnus of the university's business school . . . The scholarship will be awarded for the 1962 school year to a qualified student interested in the field of marketing . . .

Ted Klein, vp of Paul Klemtner & Co., and author of "Nine Months to Go," a treatise on pregnancy published by Lippincott, had his first autograph party Oct. 14—in the maternity fashion department of Lane Bryant's New York store. The book will be brought out as a paperback by Dell Publishing shortly, with a hefty section of advertising . . .

THAT'S THE LIMIT!—*Margaret Hockaday, president of Hockaday Associates, shows what happened the first time she ever went fishing—three whopping salmon (the legal limit) she caught in a rough sea off the Oregon coast, the weekend before the international sales conference of Jantzen Inc., a Hockaday client.*

Compton President **Bart Cummings'** son Peter, one of the best prep halfbacks in the East, made the freshman team at Yale University . . .

The October issue of *McCall's* features an article by **Bob Foreman,** head of creative services at BBDO, the agency for *Ladies' Home Journal* . . . It surveys "The Decline of the Male Sex."

On Nov. 11 a tv show in West Germany will review "The TV Controversy in Other Countries." Among the stars of the show will be **Newton Minow,** FCC chairman; **LeRoy Collins,** NAB president; **Ernest Dichter,** director of the Institute for Motivational Research; and **James S. Bealle,** vp and tv-radio director of Kenyon & Eckhardt . . .

Charity row: **D. Robert Parman,** senior vp of Ted Bates & Co., is chairman of the New York County chapter of the National Multiple Sclerosis Society which was host to a mid-October regional conference . . . **G. Thaine Engle,** manager of broadcast promotion for NBC, has been re-elected to the board of directors of Just One Break Inc. which helps finds jobs for the physically handicapped . . . **Maxwell Dane,** vp and general manager of Doyle Dane Bernbach, and **Edward Kletter,** president of Parkinson Advertising, are co-chairmen of the ad division for the New York drive for B'nai B'rith youth services. And at a Nov. 17 dinner at the Waldorf, the B'nai B'rith Foundation will present its President's Medal for Humanitarians to **Leonard H. Goldenson,** president of American Broadcasting-Paramount Theaters Inc. Proceeds from the $100-a-plate dinner will go to the foundation's youth programs and vocational service . . . **Enid A. Haupt,** editor and publisher of *Seventeen,* is heading the magazine division of the New York City USO fund drive . . . Chairman of the ad division of the 1961 Muscular Dystrophy campaign in Philadelphia is **Nino Giarrantano,** an art buyer with N. W. Ayer & Son . . . And **Raymond F. Sullivan,** chairman of the executive committee of Sullivan, Stauffer, Colwell & Bayles, has added to his titles that of ad division head of the Greater New York USO fund raising campaign . . .

Two Americans who had retired in Majorca—Mrs. Jayne Rathbun House and **Carlton Johanson,** retired vp of Doremus & Co., San Francisco—were married Oct. 4 in London . . . A December wedding is planned for Julia Cresswell and **William Bullion,** of the San Francisco office of A. C. Nielsen Co. . . Also engaged are Emilyann Posehl and **Walter Dallenbach,** of the ad department of Procter & Gamble . . .

Stephen Birmingham, one-day-a-week copywriter at Doherty, Clifford, Steers & Shenfield, will have his third novel published Oct. 23 by Little, Brown. The title this time: "The Towers of Love," and the leading character is a "former agency man." Why a "former" one? Well, that would give away the punch line of the book. As for the author, he has no desire to become a "former agency man" himself—"I think it's a great mistake for a writer to closet himself in an attic." That's why he's at the agency each Wednesday working on special projects, new business, etc. . .

Dean Boyd, copywriter at G. M. Basford, has a first novel out which he feels readers just may get carried away with. Entitled, "Lighter Than Air," it's the capsule account of his four years as a Navy blimp pilot. Published by Harcourt, Brace & World, it bowed on Sept. 13, the 30th anniversary of the test flight of the first rigid airship . . .

Robert Henry Schmelzer, vp and management supervisor of Benton & Bowles, whose first literary effort, "Crosswind," was published this month by Viking, bears the author's name of Robert Henry (AA, July 10). He explains that he's not "hiding behind a pen name," but just decided his first two names made an easier-to-remember combination, "and why make it tough for people." He's also very tired of explaining why this nom de plume . . .

CIDitis

Are you weary of trying to work out schedules to match up with CID and/or bulk requirements? Do you worry over short rates and other involvements if conditions make it impossible to fulfill continuity or linage commitments?

Advertisers who use The Kansas City Star are free of such restrictions and forebodings. They run what and when they choose. They incur no penalties for incomplete schedules. And that isn't all . . .

The Kansas City Star's flat milline rate of $1.79 for its morning and evening circulation gives advertisers more sales contacts per dollar than are obtainable at the CID rate, bulk rate or open rate of any other newspaper in America. It is the rock-bottom advertising buy of the nation.

If you are searching for "USP" (Unique Selling Proposition) as defined and dramatized by Rosser Reeves in "Realities In Advertising," here it is without equal in volume, quality or price.

Circulation: Morn & Eve 670,284; Morn 332,802; Eve 337,482. Flat National Rate: Morn & Eve 1.20 (Milline 1.79); Morn .85 (Milline 2.55); Eve .85 (Milline 2.52).

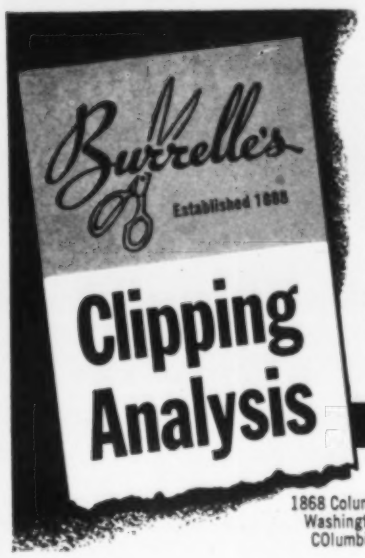
THE KANSAS CITY STAR

The most exciting thing that's ever happened to home service magazines. Now more pages of home service (decorating, building, gardening and food) than any other mass magazine.

Photo from American Home

AMERICAN HOME

Circulation: 3,750,000 families



Now...Get Concise, Periodic Reports

Burrelle's prompt and thorough clipping service has long supplied P R Directors with clippings from daily and weekly newspapers, magazines and trade papers.

Now, in addition, Burrelle's offers *Professional Clipping Analysis* – confidential, interpretive, statistical reports sent to you each month. This new service . . .

. . . gives management impressive, comprehensive evidence of your accomplishments.

. . . keeps you posted, helps you establish even more effective future P R programs.

. . . relieves your staff of time-consuming details.

Phone us today–or drop us a note–so that we can discuss with you how *Professional Clipping Analysis* can best serve your needs.

BURRELLE'S PRESS CLIPPING BUREAU

165 Church St., New York 7, N.Y. — Phone BArclay 7-5371

SALES OFFICES

1868 Columbia Rd. NW, Washington 9, D.C., COlumbia 5-1757
Magee Bldg., Pittsburgh 22, Pa., COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill., WAbash 2-5371
1456 N. Crescent Hts. Blvd., Los Angeles 46, Calif., OLdfield 6-0304

More Than 70 Agency Execs Sign for AA's Management Group

CHICAGO, Oct. 17—More than 70 advertising agency management and accounting executives have signed up for the third annual Advertising Agency Management Workshop to date.

The workshop, which is sponsored by ADVERTISING AGE, will be held at the LaSalle Hotel, Chicago, Oct. 30-31.

Advertising agency representatives from 40 different communities in the U.S. and Canada, plus one from Helsinki, Finland, have made reservations.

The entire program of the Advertising Agency Management Workshop has been planned by Norman Fields, C.P.A., consultant on agency financial management problems and partner in Fields & Fields of Chicago and San Francisco.

The workshop was inaugurated two years ago to help meet the need for greater knowledge of agency financial management, and to provide a forum in which top management representatives of agencies can exchange ideas and experiences.

■ A 114-page information-packed manual containing outlines, summaries, and 49 illustrations covering nine vital areas of administration and financial management carried on the program, will form the text that leaders and participants will follow. This volume of material will provide those in attendance with a most valuable and permanent reference.

In brief, the areas to be covered will be: Agency charging practices; legal obligations of the agency with clients, employes, and tv packagers; budgeting and cost accounting; pension and profit-sharing plans; departmental organization of an advertising agency; pros and cons of mechanizing an agency's clerical work; the issues involved in agency ownership distribution; pros and cons of investing in the agency's own premises; the future of agency compensation.

■ In addition, three hours will be devoted to solving the management problems of a case-study agency.

One of the highlights of the workshop will be an address by J. Kenneth Laird, president of Tatham-Laird. Mr. Laird will present his views on vital agency management matters in his talk, "The Eyes of Management."

The sessions will provide an unusual opportunity for advertising agency people and their lawyers and accountants to exchange views and to hear presentations by the following agency executives: Philip H. Schaff Jr., vp and chairman of finance committee, Leo Burnett Co., Chicago; William R. Parker, vp, Ketchum, MacLeod & Grove, Pittsburgh; John W. Davis, secretary-treasurer, Honig-Cooper & Harrington, San Francisco; Harry A. Estes, administrative and business director, Knox Reeves Advertising, Minneapolis; and Howard Swink, president, Howard Swink Advertising, Marion, O.

■ Also, panel discussions will be conducted by Morris I. Leibman and Russell M. Baird, attorneys, Crowell & Leibman, Chicago; William N. Bret Jr., actuary, Arthur Stedry Hansen, consulting actuaries, Dallas; and Ira Fields and Herman Berger, C.P.A.s, Fields & Fields, Chicago.

The workshop starts at 8:45 Monday morning, Oct. 30, and goes through that evening, continuing again at 9 a.m. on Tuesday, and ending at 4 p.m. Cost, including lunch and dinner on Monday and lunch on Tuesday, is $150. Complete program details and participation blanks are available from ADVERTISING AGE, Agency Management Workshop, 200 E. Illinois St., Chicago 11. #

GLM Associates Founded

GLM Associates Inc., a new engineering-oriented industrial advertising, pr and marketing organization, has been organized with headquarters at 1700 K St. N.W., Washington. Jean Jolkovski is president, and Lawrence B. McKay will direct all advertising and pr activities for industrial clients.

Laupheimer to Liggett & Myers

A. N. (Buddy) Laupheimer, formerly executive assistant in charge of conventions and conferences with National-American Wholesale Grocers' Assn., has been named manager, trade services and assistant director of public relations, Liggett & Myers Tobacco Co., New York.

Available Now!

2nd ANNUAL TOP TEN BRANDS STUDY

A PRIMARY TOOL FOR SOUND MARKETING AND PLANNING IN THE GREATER DETROIT MARKET

The Free Press

offers you the *current* and *continuing* study of the ever-changing profile of the Greater Detroit Market.

The second annual Top Ten Brands study now enables you to make comparisons with last year. It provides basic data about current incomes, buying power and brand preferences in the combined ABC City and Retail Trading Zones.

You'll find consumer preferences in this market for Foods, Automobiles, Cosmetics, Toiletries, Appliances, Tobaccos, as well as data on buying locations and retail shopping habits.

This current and continuing research gives profitable direction to your Detroit marketing.

To arrange for your Top Ten Brands study clinic, or get additional information, call or write Cyril Brown, National Sales Manager—or our National Representatives.

The Detroit Free Press

MICHIGAN'S ONLY MORNING NEWSPAPER

NATIONAL REPRESENTATIVES: STORY, BROOKS & FINLEY

Yes! Yes! Yes! Yes! Yes! Yes! Yes! Yes! Yes! Yes! Yes! Yes!
Yes! Yes! Yes! Yes! Yes! Yes! Yes! Yes! Yes! Yes! Yes! Yes!
Yes! Yes! Yes! Yes! Yes! Yes! Yes! Yes! Yes! Yes! Yes! Yes!
Yes! Yes! Yes! Yes! Yes! Yes! Yes! Yes! Yes! Yes! Yes! Yes!
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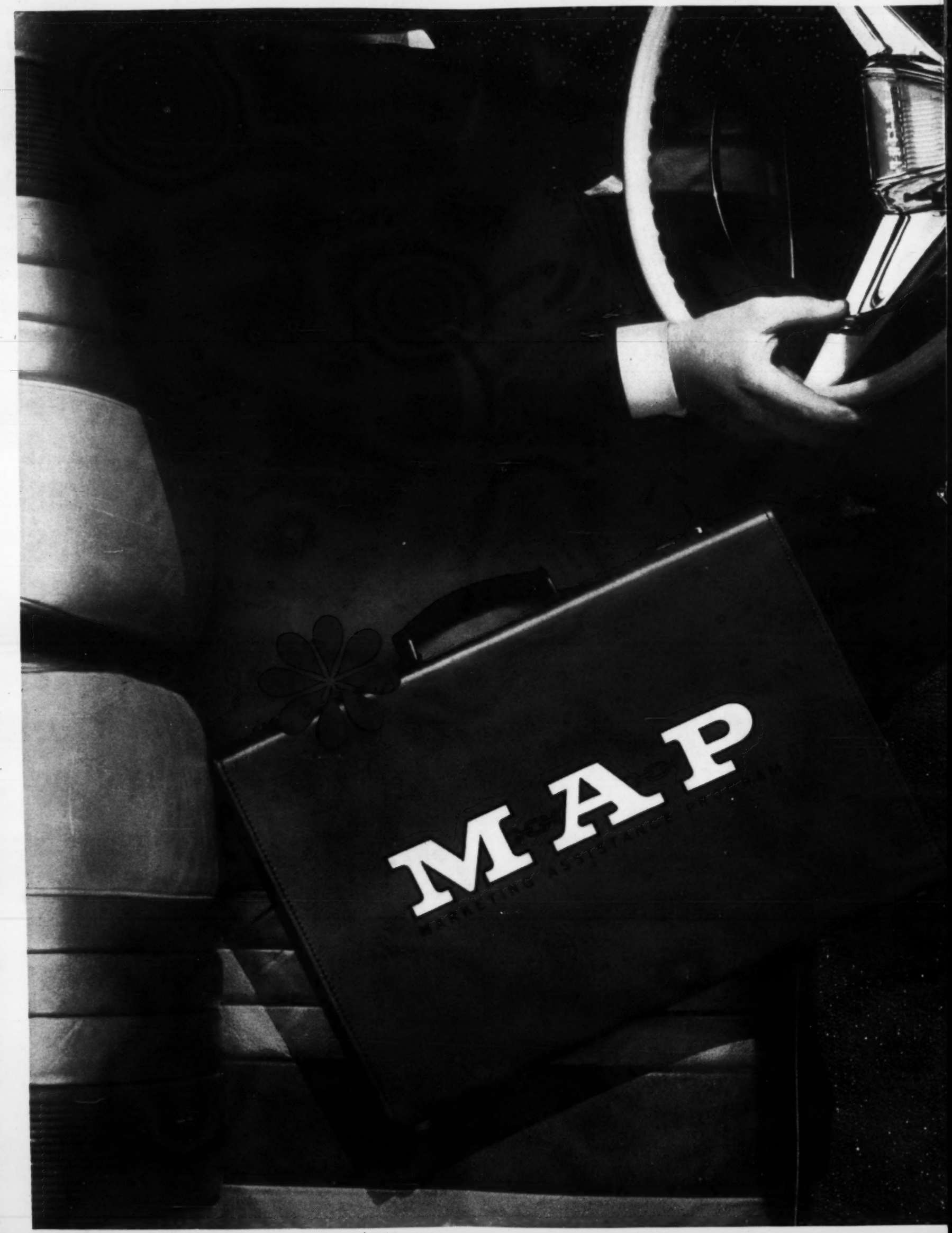
Yes! Yes! Yes! Yes! Yes! Yes! Yes! Yes! Yes! Yes! Yes! Yes!

It takes guts to dissent. To shout no when all the rubber stamps are saying absolutely-yes-sir. To stand up and be counted when everyone is sitting glued to his chair. The voice of dissent is a voice of courage. It should often be heeded. It should *always* be heard. ■ "Speaking Out: the Voice of Dissent" will appear every week in the new Saturday Evening Post. It will offer a forum for the odd-ball who won't play ball. For the loner who won't run with the pack. It will give these men the freedom to speak their piece. To swing wildly. And wickedly. And with no punches pulled. ■ This kind of freedom is the vital spirit of the new Post. Freedom in all its forms. And, especially, creative freedom. You can feel freedom soaring on every page. The new Saturday Evening Post widens the eye. It stretches the mind. It races a tingle along the spine. Suddenly reading becomes a new adventure!

The Saturday Evening POST

A CURTIS MAGAZINE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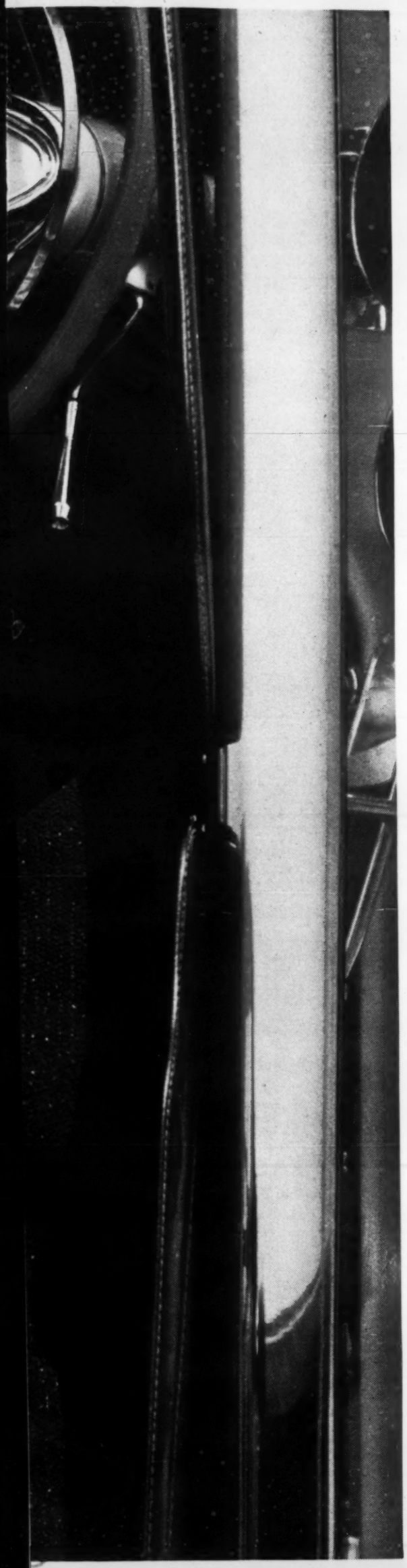
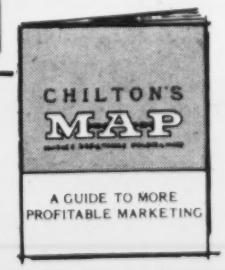


Here's help in cutting your sales costs

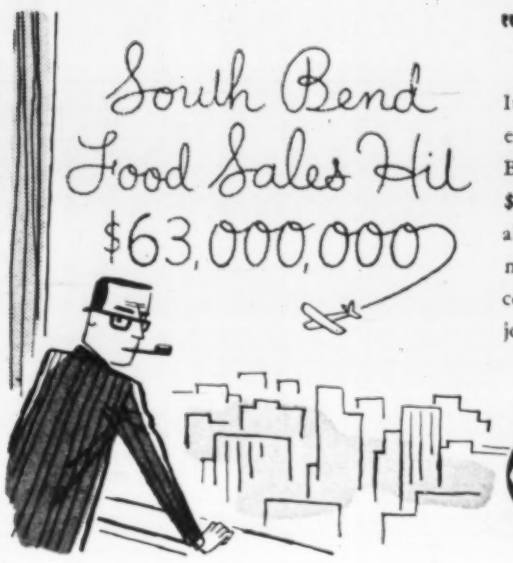
You can trim sales costs . . . by concentrating on men who are currently buying in volume.

Chilton's Marketing Assistance Program can identify them. We use many means to help select and classify the productive buying influences. Circulation spadework. Editorial surveys. Buyer profiles. Chilton and government census data. Inquiry records. They are all in M-A-P . . . in punch-card decks, manuals, survey reports and on tapes. You name the products . . . we will name the buyers you should sell the hardest. Each Chilton business magazine offers you a 2-pronged approach to more sales: A custom-tailored M-A-P on its market; an advertising medium that can get you results now.

CHILTON'S MARKETING ASSISTANCE PROGRAM



Be sure to get a free copy of this newly updated 48-page booklet describing all the services offered by Chilton's Marketing Assistance Program. Write today on your business letterhead to: **CHILTON COMPANY Chestnut and 56th Streets, Philadelphia 39, Pa.**



"HE DIDN'T CROSS THE T's!"

It's often embarrassing to overlook something obvious, especially when it's as apparent as the 15-county South Bend market. This area has retail sales of $1.11 billion; $248 million of it in food. South Bend's metro area alone has $575 million buying power. Cover this entire market with its dominant station . . . WSBT-TV. A complete CBS schedule and popular local shows do the job. See Raymer for details.

CBS TELEVISION NETWORK

WSBT-TV
SOUTH BEND, INDIANA
Channel 22
Paul H. Raymer, National Representative

Anaconda Forms New Division

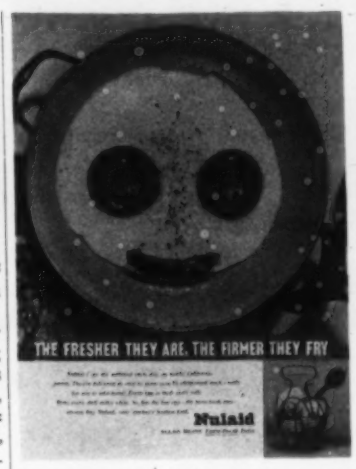
Anaconda Wire & Cable Co., Hastings-on-Hudson, N. Y., has established a utility products division, with Austin W. Dunham as manager. Mr. Dunham has been manager of utility sales for the company since 1960. G. M. Basford Inc., which handles advertising for all of Anaconda's divisions, will also handle the new division.

Davis & Eng Adds 3 Accounts

Davis & Eng, New York, has added three accounts. They are: Florasynth Laboratories, New York, from G. M. Basford Co.; Rudder Publishing Co., which has done no advertising for a year, through Wunderman, Ricotta & Kline; and the *Hudson Review*, which has had no previous agency.

KMED Goes on Air

KMED, a new tv station in Medford, Ore., has begun broadcasting. The new station is an affiliate of National Broadcasting Co.



BREAKFAST FACE—*Nulaid Farmers Assn., San Leandro, Cal., will run this color page showing farm fresh eggs in a face design in the November central zone edition of Sunset Magazine. Lennen & Newell, San Francisco, is the agency.*

Accident Insurance Stamp Plan Tested in Los Angeles

LOS ANGELES, Oct. 17—Consumers in Southern California can now obtain auto accident insurance by saving Blue Chip trading stamps.

Under a plan currently being test marketed in the Los Angeles area by a new company called Trading Stamp Insurance Agency, a consumer who submits six Blue Chip stamp books a year, and who is injured in an auto, bus or truck accident, would be eligible for payments of $150 a month for 12 months, plus $500 in hospital payments. Half-year protection is available in return for three books of stamps.

In event of the insured's accidental death, a beneficiary would receive $2,500 from the underwriter, Beneficial Standard Life Insurance Group of Los Angeles.

According to Cole, Fischer & Rogow, agency for the trading stamp insurance agency, applications and stamp books are currently being distributed in more than 700 supermarkets, drug stores and gasoline service stations in the Los Angeles market. An introductory ad campaign is scheduled to break this week via local newspapers, radio and television. #

TV Enterprises Names Two

Gerry Corwin, formerly a sales executive with National Telefilm Associates, has been appointed midwestern sales director of Television Enterprises Corp., a recently formed tv program distributor. Mr. Corwin will make his headquarters in Minneapolis. Roselle Sarapin has been appointed assistant to the president in the company's Hollywood headquarters. Miss Sarapin formerly was associated with Reynolds Metals Co., Revlon Products Corp. and Kaiser Aluminum Co.

Gene Plotnik Appointed

Gene Plotnik has resigned as director of public relations at Screen Gems, New York, to become director of creative services for the television division of the King Features Syndicate, New York. King Features entered television two years ago with the production and distribution of the new "Popeye" cartoons. Mr. Plotnik will be responsible for the exploitation of this series as well as for new properties now on the drawing boards for the 1962-'63 season.

Forman Gets Bulova S.P. Post

George Forman, formerly director of advertising and sales promotion of Lewyt Co., has been named sales promotion manager of Bulova Watch Co., New York.

The visibility of your advertising in Medical Economics

a statement of policy

In the best interests of our physician readers and in the best interests of your advertising:

¶ MEDICAL ECONOMICS does not run gatefolds. This type of advertising, in our opinion, interferes with the normal reading habits of physicians. Gatefolds also detract to a marked degree from the visibility and exposure potential of nearby advertising.

¶ MEDICAL ECONOMICS does not accept run-of-book advertising in a fixed or "preferred" position. By rotating all ad units through the magazine, MEDICAL ECONOMICS does not deprive your advertising of any position that may be considered advantageous. Our objective is to maintain equal visibility and exposure potential for your advertising throughout the year.

¶ MEDICAL ECONOMICS' editorial content is specifically designed to draw the physician-reader through all sections of the magazine. Our aim is to maintain equal reader traffic throughout and thus create maximum visibility for your advertising in every issue.

Medical Economics
Oradell, N. J.

The journal that serves the doctor first serves the advertiser best

WHO BUYS BACON IN HOUSTON?

HOUSTON POST PROFILE RESEARCH

PRODUCT: BACON TOTAL HOUSEHOLDS: 517,900
USER HOUSEHOLDS: 87.5% (453,162)

CHARACTERISTIC	BACON USERS	DAILY NEWSPAPER COVERAGE		
		POST	CHRONICLE	PRESS
INCOME				
Less than $3000	80.1%	21%	23%	14%
$3000 - $4999	83.4	32	34	19
$5000 - $6999	93.2	45	39	22
$7000 or more	95.6	59	47	17
AGE (Head of Household)				
Less than 35	88.9%	37%	36%	14%
35 to 50	88.9	39	34	20
50 or more	85.0	36	37	20
FAMILY SIZE				
1 or 2	85.2%	36%	36%	17%
3 or 4	90.0	41	37	20
5 or more	85.9	35	33	18
OCCUPATION				
White Collar	93.6%	49%	42%	20%
Blue Collar, Skilled	87.6	35	35	22
Unskilled & Farm	79.6	28	27	9
Other	83.3	32	31	17

Sources: Dan E. Clark & Associates Top Ten Brands, March-June, 1960
Sales Management Survey of Buying Power, May 10, 1961

More than 87% of the 517,900 families who make up the Houston market buy packaged bacon for home use . . . and any way ya slice it, that's a peck o' pork.

But . . . the overall size of the market for a product is only a single measure . . . and not always a good measure at that.

The real measure of the market for a particular product and brand is a blend of many characteristics. And that's where HOUSTON POST PROFILE RESEARCH enters the picture.

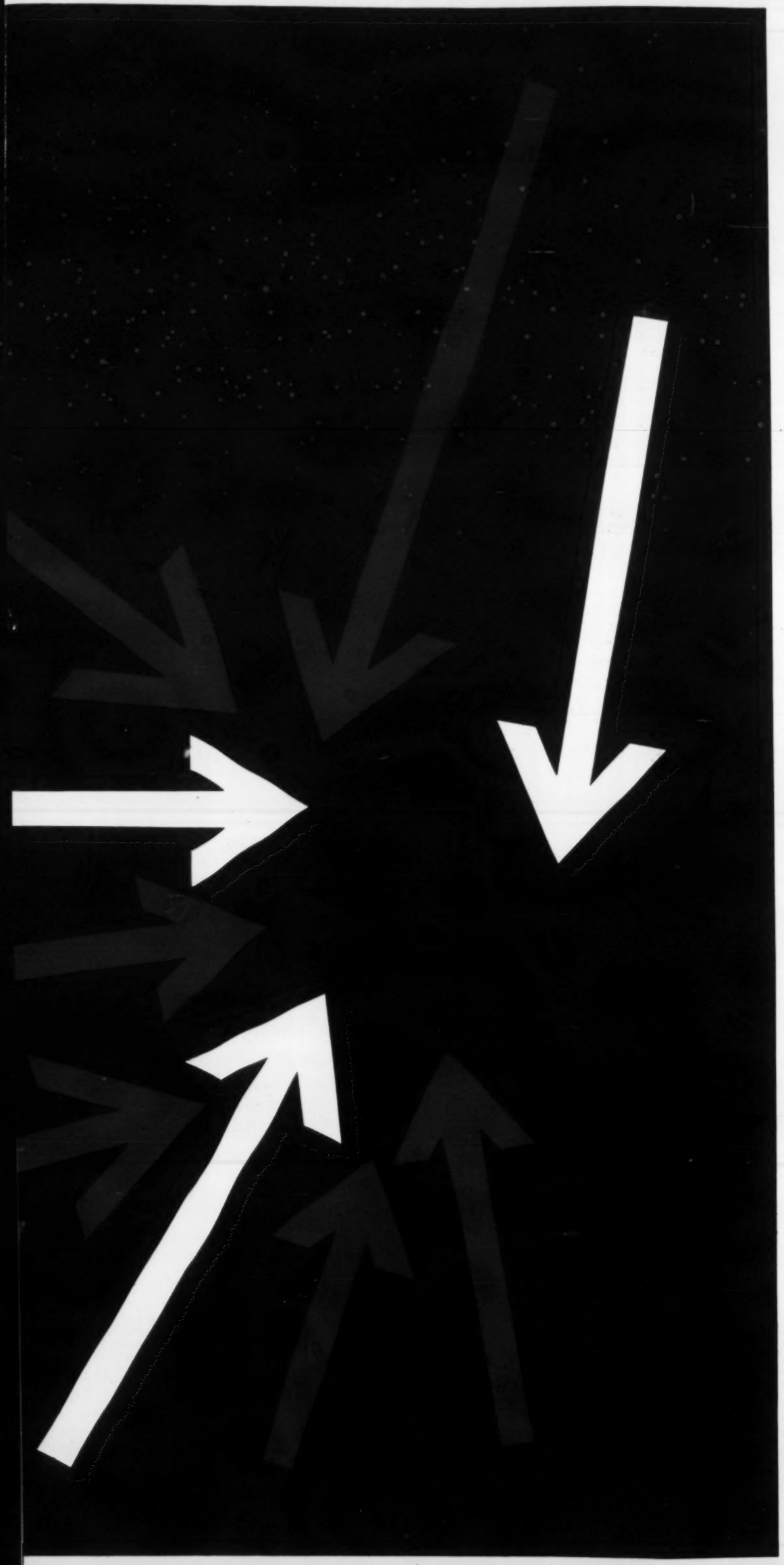
HOUSTON POST PROFILE RESEARCH tells bacon packers, for instance, that folks who have their morning eggs "with" in the Houston market tend to enjoy higher incomes, fall into the middle and younger age brackets, are members of medium sized families and are inclined toward "white collar" employment.

It also tells advertisers that the same characteristics that apply to bacon buyers also apply to readers of THE HOUSTON POST.

Whether you're selling bacon or bleach, paper towels or popcorn, HOUSTON POST PROFILE RESEARCH can give your marketing more direction. For information about a tailor-made profile of your product or brand, see your Houston Post man or our Moloney, Regan & Schmitt representative.

THE HOUSTON POST

TEXAS' LARGEST NEWSPAPER / SHOWING THE WAY IN DEPENDABLE MARKET RESEARCH



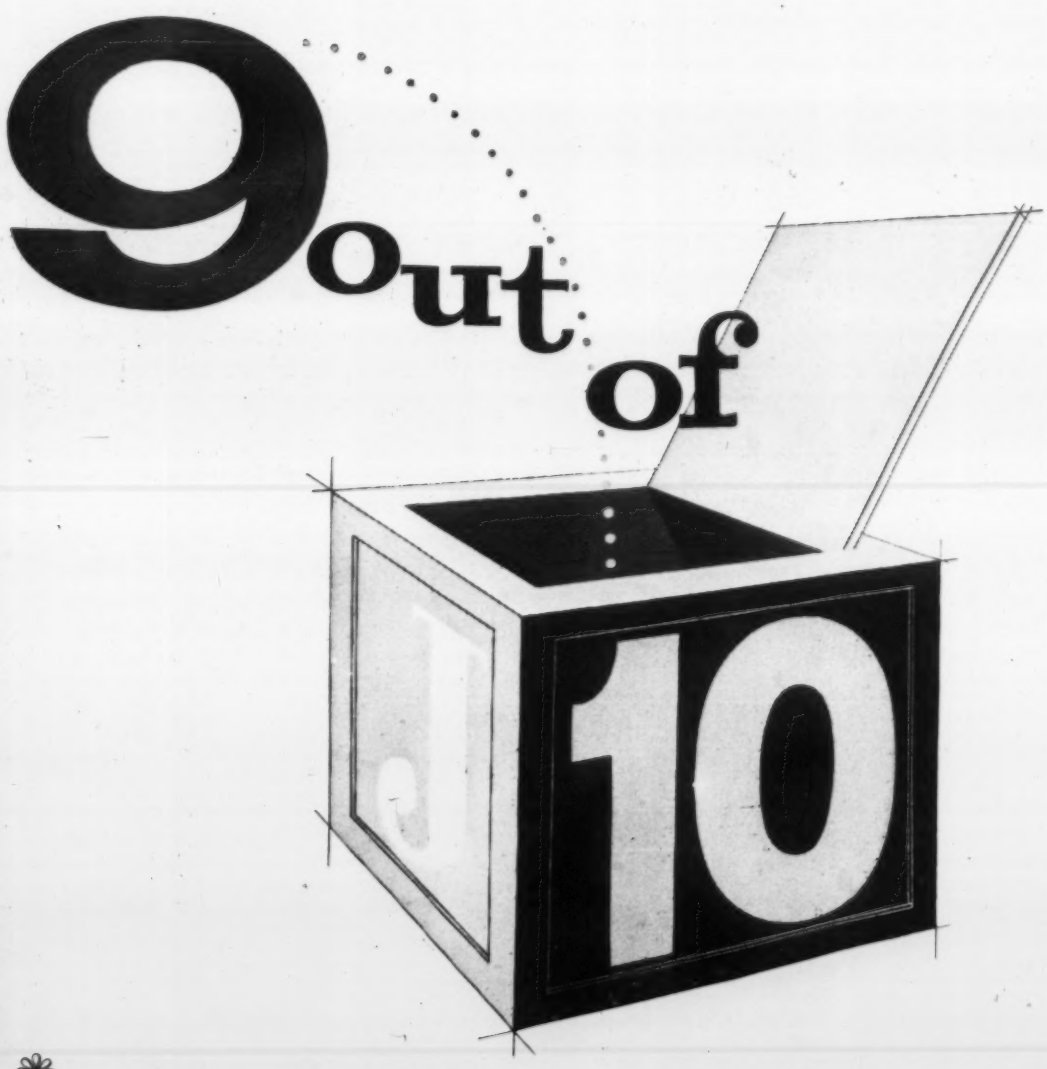
The Facts of Leadership: #3

Four key marketing areas account for 64% of America's buying income. And that's where TIME concentrates a greater percentage of its total circulation (and circulation growth!) than do either of the smaller news magazines. Result: as TIME's circulation grows, it is concentrated even more in the markets that count. Important advertising belongs in TIME... America's Most Important Magazine.

TIME

Only in Milwaukee! Only in THE MILWAUKEE JOURNAL! Nowhere else in the United States can you reach 9 out of 10 newspaper readers in a rich, million-plus metropolitan area with just one newspaper. And milline rates are among the lowest in the country under The Journal's new discount structure.* When picking big newspaper markets, remember the best buy in buy-lines...

THE MILWAUKEE JOURNAL
375,950 Daily • 513,647 Sunday
Member of Million Market Newspapers, Inc. • New York
Chicago • Detroit • Los Angeles • San Francisco



*Milline rate on 10,000 lines only $2.16.

Network TV Gross Time Billings

1960 vs. 1961

Source: TvB figures from Leading National Advertisers and Broadcast Advertisers Reports

	August			January-August		
	1960	1961	% Change	1960	1961	% Change
ABC	$11,366,100	$14,484,650	+27.4	$100,846,330	$123,417,660	+22.4
CBS	21,448,482	21,446,651	0.0	183,242,588	176,374,866	— 3.7
NBC	18,052,503	22,472,613	+24.5	158,850,358	180,598,490	+13.7
Total	$50,867,085	$58,403,914	+14.8	$442,939,276	$480,391,016	+ 8.5

MONTH BY MONTH—1961

	ABC	CBS	NBC	TOTAL
January	$15,898,310	$22,894,855	$23,031,118	$61,824,283
February	14,939,180	20,928,850	21,203,055	57,071,085
March	16,577,140	23,085,353	23,952,458	63,614,951
April	15,791,220	21,989,913	22,003,383	59,784,516
May	16,197,190	22,253,355	23,229,565	61,680,110
June	15,233,000	21,787,201	22,845,630	59,865,831
July*	14,296,970	21,988,688	21,860,668	58,146,326
August	14,484,650	21,446,651	22,452,613	58,403,914

Parts of the Day

	August			January-August		
	1960	1961	% Change	1960	1961	% Change
Daytime	$15,288,154	$18,465,704	+20.8	$131,528,244	$157,348,929	+19.6
Mon.-Fri.	13,318,998	16,455,076	+23.5	109,560,448	133,525,602	+21.9
Sat.-Sun.	1,969,156	2,010,628	+ 2.1	21,967,796	23,823,327	+ 8.4
Nighttime	35,578,931	38,938,210	+12.3	311,411,032	323,042,087	+ 3.7
Total	$50,867,085	$58,403,914	+14.8	$442,939,276	$480,391,016	+ 8.5

*Figures revised as of Oct. 2, 1961.

Far Eastern Gains Scored by CBS Films

CBS Films, the syndication division of the Columbia Broadcasting System, has registered sharp sales gains in the Far East during the last five months, according to Ralph Baruch, the company's international sales manager.

Among the CBS Films offerings that have been added to the tv diet in Japan: "The Investigators," "Gunslinger," "The Lineup," "The Twilight Zone," "Have Gun, Will Travel," "Eyewitness," "The Twentieth Century" and "Conquest." Repeat orders came in for nine other shows. A number of this distributor's shows also are being seen in the Philippines, Hong Kong, Thailand, and Okinawa.

Vita-Pakt Sets Ad Budget

Vita-Pakt Citrus Products Co., Covina, Cal., has set an ad budget of $250,000 to promote its Vita-Pakt orange juice throughout California and Arizona during 1962. The decision to step up the company's ad program was made following successful results of test campaigns in Fresno and Sacramento conducted earlier this year. Max W. Becker Advertising, Long Beach, Cal., is the agency.

'FM-Stereo Guide' to Bow

FM-Stereo Guide, a new monthly magazine for fm listeners, will make its debut on newsstands Nov. 21. The first edition will include a 48-page programming section in the New York market plus a 36-page programming section for the Philadelphia market. The initial circulation will be 95,000, with 65,000 in New York City and the rest in Philadelphia. The rate for a onetime b&w page ad is $1,175.

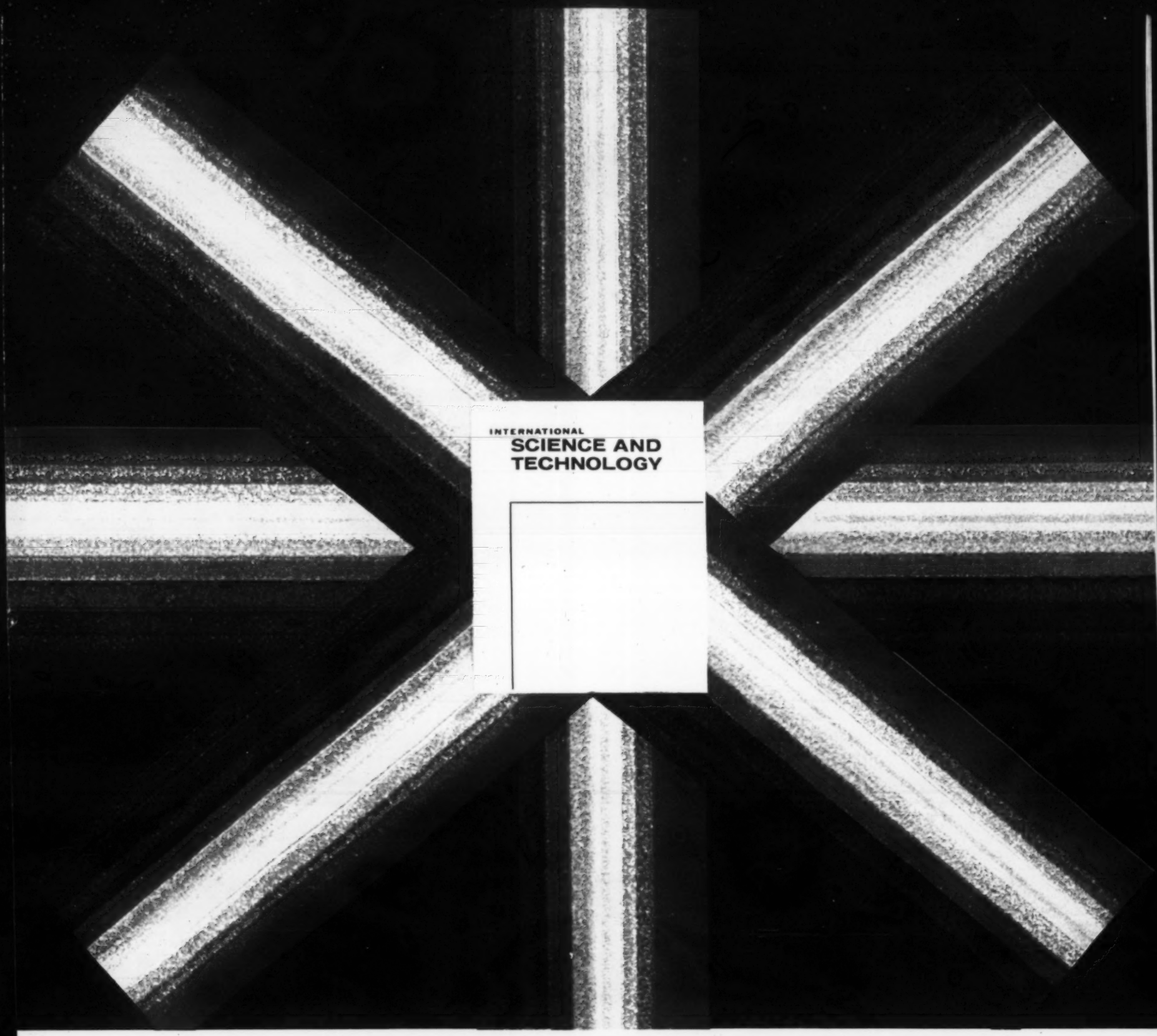
Travelers Buys Broadcast House

Broadcast House, Hartford, Conn., the new home of WTIC-TV, has been purchased from Constitution Plaza Inc. by Travelers Broadcasting Service Corp. for $2,045,000. Broadcast House is the first building completed in a redevelopment project in downtown Hartford.

Now! Greater Selling in Greater Philadelphia! The Sunday Bulletin Magazine— locally edited and printed in colorful gravure

In Philadelphia nearly everybody reads The Bulletin

Member of
Metropolitan Sunday Newspapers, Inc.
Member of Million Market Newspapers, Inc.

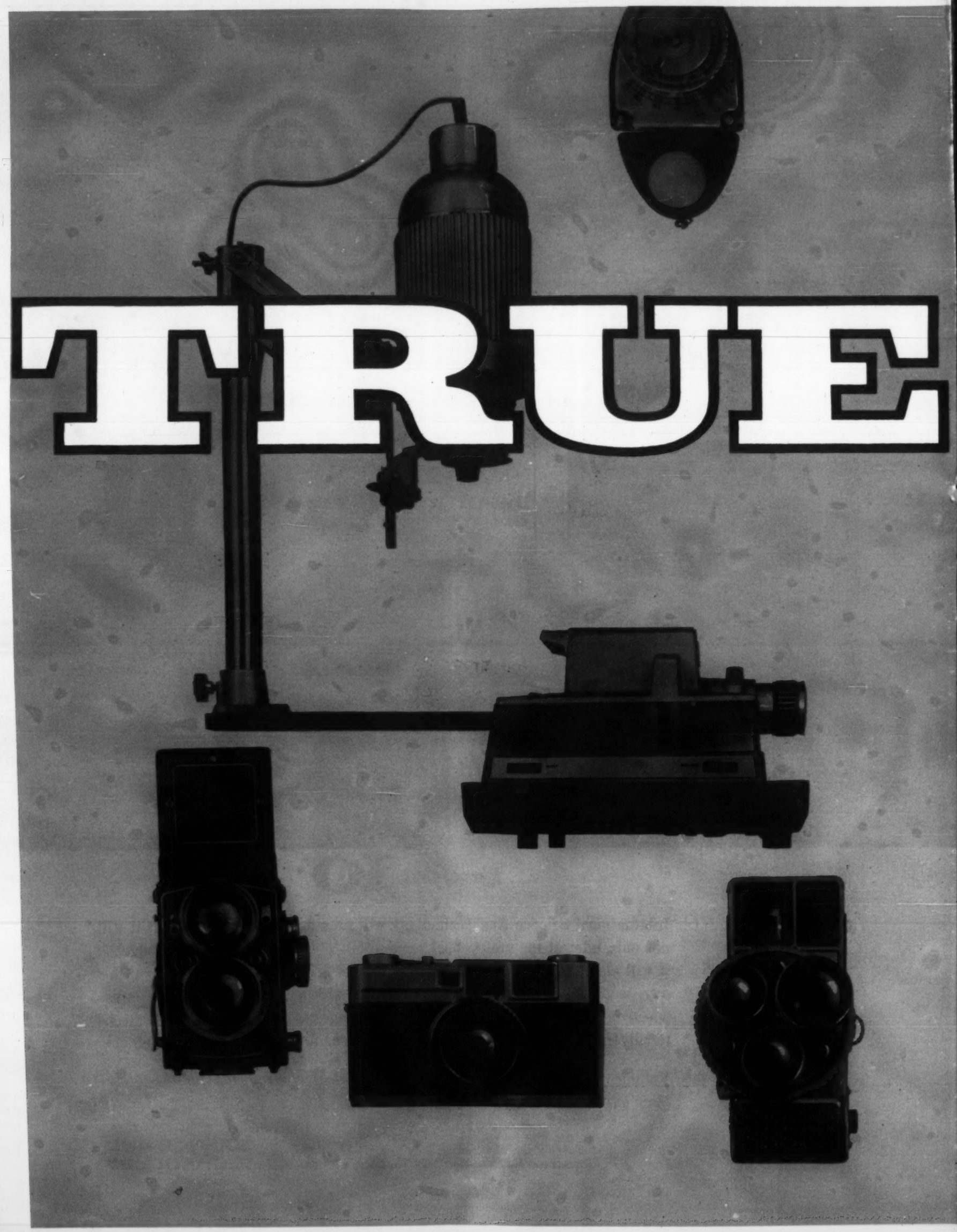


STIMULATING International Science And Technology will be a magazine of new ideas. It will not only interest the professional reader, and add to his store of knowledge ... it will also excite him, and stir him to fresher and enriched thinking about his own technical concerns. By interpreting new developments across the entire spectrum of science and technology in a language readily understood by the technically trained, it will stimulate *action*...new ideas, new approaches, new programs.

Volume 1, Number 1—January, 1962. *An ideal environment for the advertiser with a product, a concept, a capability.*

INTERNATIONAL
SCIENCE AND
TECHNOLOGY

CONOVER-MAST PUBLICATIONS, INC. 205 E. 42nd STREET, N.Y. 17, N.Y.


TRUE

is first

The readers of True—the world's largest man's magazine—will spend over $150,000,000 for cameras and photographic supplies in 1962.

$1.00 in True will reach 221 camera owners—more than in Life, Look or Saturday Evening Post.

ASK YOUR ADVERTISING AGENCY WHAT TRUE CAN DO FOR YOU

A FAWCETT PUBLICATION

CHOICE CHICAGO OFFICE SPACE

in the

Advertising Age Building

If you are considering new office space in Chicago, we cordially invite you to inspect availabilities in the new *Advertising Age Building* at 740 N. Rush Street.

This building, which will become our headquarters in April, 1962, is now being extensively remodeled with the installation of a beautifully modern entrance and lobby, new automatic elevators and central air-conditioning.

The building is ideally located just one block west of Michigan Avenue and one block south of Chicago Avenue —close to bus, subway, Lake Shore Drive, and the Ohio-Ontario interchange with all expressways. There is also ample parking across the street.

The rent for this distinctive, convenient location is less than for any comparable space within miles—and it includes air-conditioning!

Desirable space, in any size units (up to 20,000 square feet on one floor) will become available between now and April, 1962.

The *Advertising Age Building* is particularly well suited for agencies, publishers, media representatives, research organizations, art studios, graphic arts services and other allied interests. We already have a lease from one agency and strong show of interest from several publishers.

If you would like to see space, or talk further about the possibilities, please call or write Jack Barnett, Advertising Age, 200 E. Illinois St., Chicago 11 (DElaware 7-5200)

Garvey Marxmeyer de Toledano

TOP OF WORLD—*World, new international newspaper, was introduced to the National Press Club in Washington Oct. 9 by Willard W. Garvey, president, W. W. Communications Inc., World publishers; Walter Marxmeyer, ad manager; and Ralph de Toledano, editor-in-chief.*

'World,' New News Magazine, Bows

WASHINGTON, Oct. 17—*World*, which describes itself as a "compact national weekly magazine," went into orbit last week, and simultaneously began a four-week $80,000 promotional budget to push subscriptions and newsstand sales in eight major markets east of the Mississippi.

The new organ is published by W. W. Communications Inc., headed by Willard W. Garvey, Wichita business man. It is based in Washington, with Ralph de Toledano as editor and Walter V. Marxmeyer Jr., former vp of Sindlinger & Co., as advertising director.

■ Initial promotion plans included 150-line ads in *Wall Street Journal* (eastern and midwestern editions), *Christian Science Monitor*, and 16 other newspapers in Washington, Baltimore, Philadelphia, New York-Newark, Boston, Pittsburgh, Chicago, and Detroit. Another $25,000 has been earmarked for spots on good music radio stations in the same markets. The remainder of the promotion budget is for direct mail and market research. Advertising is being handled by J. Gordon Manchester Inc., Washington. #

Duquesne Sponsors 15-Game Hockey Schedule on KDKA-TV

Duquesne Brewing Co., Pittsburgh, will sponsor 15 away games of the Pittsburgh Hornets, an American Hockey League team, on KDKA-TV, Pittsburgh, starting Oct. 15. The station pointed out that this marks the first time in the American Hockey League's history that its games will be aired on free television. (Some of the league's games have been telecast over International Telemeter's pay-tv system in Toronto, and National Hockey League games have been shown on CBS-TV.)

The contract was called the "greatest shot in the arm we've ever had" by John H. Harris, president of the Pittsburgh Hornets, which is returning to that city after an absence of six years. The agency for Duquesne is Vic Maitland & Associates.

Savage Joins New Company

David Savage, previously vp in charge of tv-radio at Lynn Baker Inc., has been appointed president of Universal Entertainment Co'p., New York, a new company established for the production and distribution of television and theatrical films. The company's first release will be Ern Westmore's "Tips & Tricks," a series of 130 five-minute segments now in production. Universal Entertainment is located at 200 W. 57th St.

Why settle for half?

YOU NEED ALL OF GEORGIA, TOO!

Do business with half a telephone? Obviously not. Reach all of booming Georgia with *one* newspaper buy? Equally impossible, for no one paper covers more than half of the state's population. But with two orders—Atlanta *and* the Georgia Group—you now can get effective coverage in the areas containing 85% of Georgia's people and 87% of its spendable income. You'll blanket a *must* market growing faster than the national average. The powerful Augusta, Columbus, Macon and Savannah newspapers average better than 50% coverage in a 90-county area stretching from Alabama to South Carolina — *a penetration that cannot be attained with any single newspaper.*

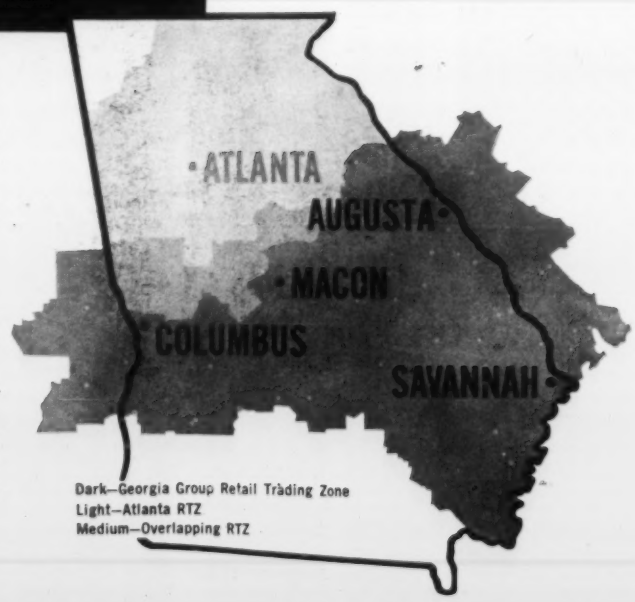
THE MAP TELLS THE STORY

Capture this vital missing half by using the Georgia Group. This highly efficient four-in-one package buy is yours with 1 order, 1 bill, 1 check — and up to 13% savings on 10,000 lines or more. Call the Branham man for details.

THE **Georgia Group**

AUGUSTA Chronicle and Herald
COLUMBUS Ledger and Enquirer
MACON Telegraph and News
SAVANNAH News and Press

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY



Dark—Georgia Group Retail Trading Zone
Light—Atlanta RTZ
Medium—Overlapping RTZ

In one ear

CLASS OF SERVICE
This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION
TELEGRAM

W. P. MARSHALL, PRESIDENT

1201 (4-60)

SYMBOLS
DL = Day Letter
NL = Night Letter
LT = International Letter Telegram

The filing time shown in the date line on domestic telegrams is LOCAL TIME at point of origin. Time of receipt is LOCAL TIME at point of destination

IN ONE EAR AND OUT THE OTHER? NOT WITH A TELEGRAM.
EVERY FACT AND FIGURE IS CLEARLY UNDERSTOOD -
NO MISTAKE ABOUT IT. YOU MAKE YOUR POINT CONCISELY,
ECONOMICALLY, DRAMATICALLY. THE EYE REMEMBERS WHAT
THE EAR MAY FORGET, SO . . .

TO BE SURE TO GET ACTION, SEND A TELEGRAM.

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

Aerosol Packaging Makes Milady More Lavish Scent User

NEW YORK, Oct. 17—The American woman's traditional reluctance to use fragrance is finally breaking down. Industry sales have almost doubled since 1952, when they totaled $84,940,000. In 1960, they had grown to $150,550,000.

The American woman, unlike the European, in the past has been puritanically timid in her use of fragrance. Her use of it usually consisted of keeping one or two unopened bottles on her dressing table. And when she did wear it, it was only as a special-occasion luxury, and consisted of niggardly dabs behind each ear.

The past three or four years have seen the industry's sales suddenly splash ahead, according to the Fragrance Foundation, a 12-year-old organization composed of industry leaders. One of the main reasons: Today, women are enthusiastically spraying themselves with aerosol-packaged fragrances which are rapidly replacing the tightly-stoppered bottles they never used to open.

Just how much the industry has grown is documented by these figures, which compare 1960 with 1956 and 1952 (the first year industry sales figures were compiled):

	1960	1956	1952
	(000 omitted)		
Toilet water, cologne	$93,670	$64,000	$58,340
Perfume	36,920	29,860	25,100
Bath preparations	13,270	10,250	8,320
Purse atomizers	3,590	3,020	2,990

The period of recent growth coincides with the introduction of the aerosol, and the executive committee of the foundation is unanimous in crediting the aerosol for much of fragrances' new-found popularity.

One member of the committee estimated that aerosols have contributed over $25,000,000 to the fragrance business and converted 20,000,000 women into consistent users, although so far the aerosol has been confined to cologne, toilet water and purse-size perfume flacons. The committee foresees the time "when even ½ oz. and 1 oz. sizes of fine perfumes will be packaged in jeweler-type aerosol containers that will rival the finest of today's crystal bottles."

Just why women prefer the aerosol is a little difficult to explain. Apparently it's the ease and pleasure of application—"they just like to spray fragrance around," one industry observer said. Also, women seem to feel they use less fragrance with an aerosol, although actually they use much more.

■ Other important trends in the industry include the growing use of fragrance in bath oils. These highly concentrated products increase the life of the scent on the skin and are now being used by women both in and out of the bath.

Also, fragrance is becoming more available everywhere, with the installation of machines which dispense fragrance in restaurants, transportation terminals and hotels. #

Cummings Garland Owen

BRITISH VISITORS—*Barton A. Cummings, president of Compton Advertising, with Sidney Garland, chairman of Garland-Compton Ltd., London, and Lloyd Owen, chairman of Rowntrees, one of Britain's largest candy and dessert makers and longtime Garland client. Mr. Owen and Mr. Garland are traveling together; Mr. Owen to visit his Canadian factories, and Mr. Garland to visit his daughter and grandchildren in Schenectady.*

$370 million market!

Dynamic Ann Arbor News captures this dynamic area!

Ann Arbor, Michigan is a rich university site, important manufacturing city, and booming research center. A high-income, high-spending market. The Ann Arbor News blankets the retail trading zone with twice the coverage of any other newspaper. You must use the News if you want to prosper in Ann Arbor!

THE ANN ARBOR NEWS

ONE OF THE 8 BOOTH MICHIGAN NEWSPAPERS

General Electric Names Newell to Succeed Petrie

General Electric Co. has appointed Ralph D. Newell advertising and sales promotion manager of the medical, industrial and dental x-ray lines of its x-ray department in Milwaukee.

Ralph D. Newell

Mr. Newell, who joined the company in 1948, succeeds Walter R. Petrie, who has retired. Mr. Newell formerly was in market research in the department.

'Personnel World' Bows

Personnel World, a new monthly business publication, made its debut this month. The publication, which is directed at 7,100 private employment agency directors in the U.S., Canada and England, is published by Presidential Publishing Co., 116 S. Michigan Ave., Chicago. The cost of a one-time b&w page ad is $300.

Broadcasters Elect Burka

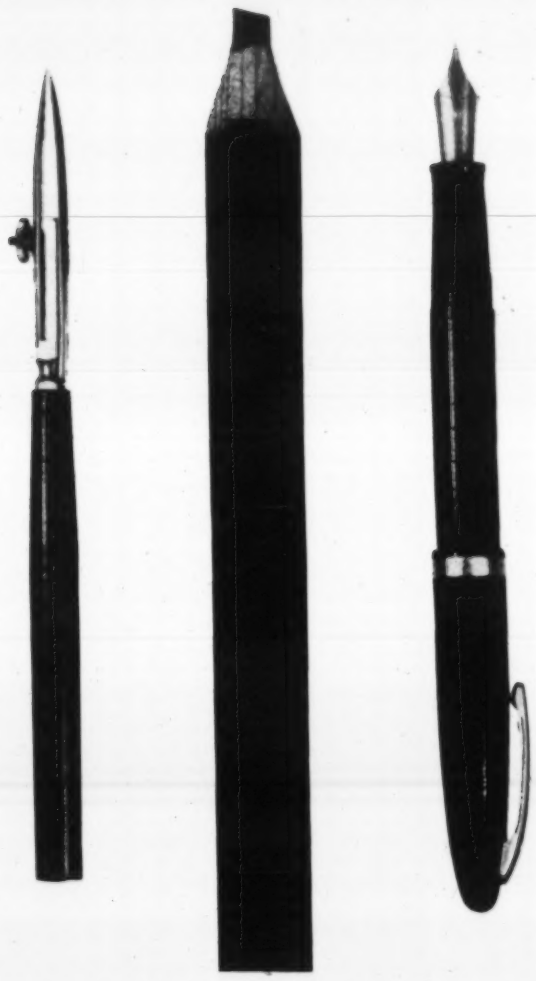
Mel Burka, president of WTIP, Charleston, has been elected president of the West Virginia Broadcasters Assn., succeeding John Shott, WHIS-TV, Bluefield. Also elected were A. G. Ferris, WMMN, Fairmont, vp, and Don Hays, WKAZ, Charleston, secretary-treasurer.

Lipton Offers Tankards

Thomas J. Lipton Inc., New York, will break color pages in *Parade*, *This Week Magazine* and other supplements to introduce its new tea tankards. A set of six, retail value $7.00, is available for $3.50 and a Lipton tea boxtop. Sullivan, Stauffer, Colwell & Bayles is the agency.

General Battery Names Ettele

General Battery & Ceramic Corp., Reading, has appointed George H. Ettele advertising manager. Mr. Ettele, formerly assistant ad manager and recently head of his own advertising and promotion agency, fills the post left vacant by the death of W. Fred Keller.



IT TAKES ALL THREE TO SIGN YOUR ORDER

Producing a building is seldom a one-man, or a one-pen, operation. It takes several distinctive kinds of knowledge. The architect-engineer's knowledge of his art and science. The contractor's knowledge of construction. The client's knowledge of his needs. And the knowledge of all three concerning the function, appearance and reputation of building materials and equipment.

It takes all this—and a good deal more. To call it "teamwork" is to use words loosely, for often the meetings of client and contractor and architect resemble anything but teamwork. Yet the agreements they hammer out together are what get buildings built—or rebuilt—and what get building products and equipment sold.

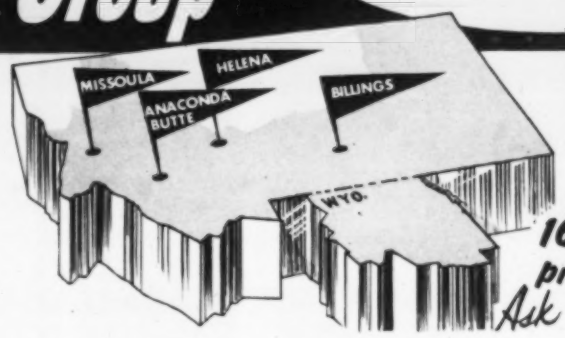
Architectural FORUM alone serves the joint interests of all three—as well as the individual interests of each one; FORUM alone sees and explores and reports all phases of the huge and complex industry that is building. And in doing so, FORUM is essentially different: it brings your advertising directly into the three-way discussions where product decisions are made... and orders are signed.*

*FORUM's circulation is the biggest in its field (62,000—including architects, contractors and clients) and has been steadily growing for 9 years. Fifty per cent larger than that of the next magazine, it's all *paid* circulation!

FORUM: essentially different – for readers... and for advertisers

Montana NEWSPAPER Group

DELIVERS 3/4 MONTANA at big discount savings!



Only 63c a line (78c bought individually) puts your ad in this prime market area. A great "package buy" . . . with frequency and bulk discounts available now.

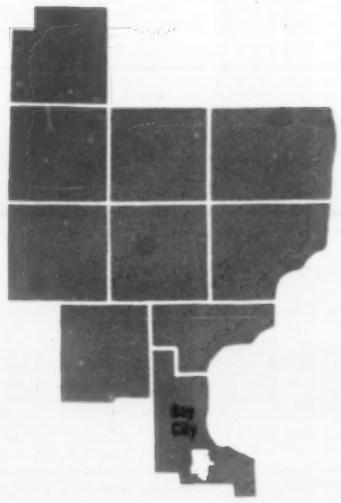
164 Advertisers have proved it profitable!

Ask Jann & Kelley, Inc.
National Representatives

Linen Hardy Moses

FAIR DEAL—*The contract naming Time Inc. exclusive publisher and distributor of the official guidebook, official souvenir book, and maps for the 1964 New York World's Fair is the subject discussed by James A. Linen, president of Time Inc.; Jerome Hardy, publisher of Time's book division; and Robert Moses, president of the fair. At least 3,000,000 copies of the guidebook will be printed.*

$295 million market!



The Bay City Times wraps up Northeastern Michigan

200,000 people with $300 million to spend, blanketed by a single, powerful, selling newspaper. The Bay City Times has more than 20% coverage in ten counties, 80% coverage in rich Bay County. This market is *your* market when you advertise in the Times.

THE BAY CITY TIMES

ONE OF THE 8 BOOTH MICHIGAN NEWSPAPERS

More Data Needed, Steel Adman Tells Junior Panel Assn.

CHICAGO, Oct. 17—Junior panel advertising companies need a rating service and national representation to sell industrial advertisers, Henry P. Graef, marketing services manager of U.S. Steel Supply division, told the Junior Panel Outdoor Advertisers Assn. here last week.

The steel warehousing service, a division of U.S. Steel Corp., used junior panels effectively to achieve increased awareness of its services in selected markets. But it used other media as well, and thus "we are not sure of just what it is we have discovered" about the effectiveness of junior panels, he said.

Future use of junior panels will depend upon detailed information on audiences and locations, he said.

L. A. Suburban Newspapers Adds 12; Boosts Rate

Los Angeles Suburban Newspapers, controlled circulation group, has added 12 newspapers to its basic list and has increased group circulation from 631,779 to 1,009,326, effective Jan. 1. Package ad rate for the group was increased from $1.70 to $2.90 per line.

Added to the group were the *Belvedere Citizen*, *Eastside Journal*, *Torrance Herald*, *El Monte Herald*, and the following newspapers published by Deal Publications: *Glendale-Foothill & Burbank Independent*, *Griffith Park News*, *Los Feliz Hills News*, *Parkside Journal*, *Northwest Leader*, *Wilshire & Miracle Mile Press*, *Westlake Post*, *Los Angeles City News* and *Los Angeles City Press*.

Rienzi Co., Los Angeles, is the representative.

'AA' Names Overseas Reps

ADVERTISING AGE has appointed a new sales representative for the United Kingdom—Joshua B. Powers Ltd., London—which will also represent ADVERTISING AGE in the Scandinavian countries. The announcement follows the recent appointment of International Media Representatives Inc., Tokyo, which will represent AA in Japan.

The lady and her decorator are examining an American-made shibui wallpaper, one of several hundred American *shibui* products already flowing to consumers. You'll be hearing much more about them... and this word *shibui*.

Shibui: synonym for sales

Shibui is a new word for the highest level of beauty. It first came to light in House Beautiful in 1960. It produced a flood of mail, a flow of ideas, a quickening surge of retail * activity. It also earned for Editor Elizabeth Gordon the coveted Trail Blazer Award of the New York Home Fashions League.

How did a system of subtle aesthetics become a household word in only one year? By exposure to House Beautiful's unique audience of "People-on-the-Grow". These people have the willingness to try, and buy, the vitality to explore new ideas and the wherewithal with which to do it. We help them enrich their lives. They enrich our advertisers. Isn't it time you discovered that *your* real synonym for sales is House Beautiful?

*With full-scale promotions at such great stores as Jordan Marsh, Boston; Miller and Rhoads, Richmond; Halle Brothers, Cleveland; Dayton's, Minneapolis; The Emporium, San Francisco; Denver Dry Goods, Denver; John Wanamaker, Philadelphia and a dozen others.

House Beautiful... 1st with People on the Grow

572 MADISON AVENUE, NEW YORK 22, N.Y.

Woody says: Central Illinois is blanketed wall to wall with

RED CARPET* ADVERTISING

*Red Carpet Advertising? It's blanket coverage advertising plus down-to-earth local merchandising. Here's how it works: 1. We send direct mail to retailers inviting local tie-in ads. 2. We follow up with personal calls. 3. We send you a written report. Mail your ad or come in person, the "Red Carpet" is out. Combine this hard-hitting plan with a $233,000,000 market in Illinois' 7 richest counties; incomes 20% above average; balanced industry, farm, education. It's the ideal market right in the heart of the Golden Central Illinois Corn Belt. Hometown newspaper read daily by over 40,000 Pantagraph subscriber families.

R.O.P. Spot Color--plus Full Color (black and 1, 2, or 3 colors Daily and Sunday)

BLOOMINGTON-NORMAL, ILLINOIS **Pantagraph**

Represented by: Ward-Griffith Co., Inc.

'Life' Revises Edition Plan

Life, which recently announced a 29-region edition operation, has told ADVERTISING AGE it is modifying its original plan so that three proposed Canadian editions would be eliminated. Under the revised setup, advertisers must buy the U.S. national edition to get any Canadian circulation. Originally, advertisers were to buy space in three or more U.S. regional editions to get space in one or more Canadian market editions. The shift comes at a time when Canadian editions of U.S. magazines have been the target of a Canadian Royal Commission report (AA, June 19).

Ross Joins Burnett

Robert Ross has joined Leo Burnett Co., Chicago, as marketing supervisor. Mr. Ross was formerly with North Advertising and prior to that was exec vp and account supervisor of Arthur Meyerhoff Associates.

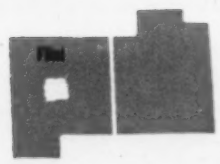
But people still love the wines like Grandma used to make:

MOGEN DAVID WINES

Concord
Rosé
Blackberry
Cherry

GRANDMA KNEW HOW—*This two-color newspaper ad is part of Mogen David's augmented drive in print, on radio and tv for "wines like Grandma used to make." Edward H. Weiss & Co. is the agency.*

$950 million market!



The Flint Journal delivers it in a single package

The Journal reaches nine out of ten homes in the city, three out of four homes in the county, 70% of the homes in the retail trading zone, which extends beyond the county lines and brings the market's total spendable income to a $949,907,000. No waste. No need for multiple media. Just the Journal for profit in free-spending Flint.

THE FLINT JOURNAL

ONE OF THE 8 BOOTH MICHIGAN NEWSPAPERS

Yule Outlook Bright for Appliance Sales: 'Electrical Merch'

NEW YORK, Oct. 17—Electric can openers, hair dryers, large capacity coffee makers and non-stick frypans are expected to be high on the gift lists this Christmas, when shoppers go looking for housewares. And although major appliances aren't big gift items, because of their price, many people may find portable dishwashers under their Christmas trees.

This is the prediction of housewares dealers and distributors in 11 major trading centers, plus hard goods producers throughout the U.S., as surveyed by *Electrical Merchandising Week*. The McGraw-Hill publication said manufacturers and dealers expect at least a 10% increase over last year in nearly all product and area sales this Christmas selling season, with most prices holding steady.

More than one-fifth of this year's radio sales and nearly one-third of 1961 portable phonograph sales will come in December, the report said. Color tv will get an especially big promotion in the last quarter, when 40% of annual sales are generally recorded.

■ Housewares manufacturers report distributor buying up 10% to 15% in anticipation of the season. The most optimistic areas for Christmas sales reportedly are Dallas, Atlanta, Miami, Washington, Boston, Detroit and New York. San Francisco and Cleveland dealers and distributors expect only slight increases, on the average, and Los Angeles and Seattle sales are expected to about equal last year's fairly good and excellent, respectively. #

Motyl Joins MGM Telestudios

Ernest Motyl, formerly head of the New York office of MGM-TV's commercial and industrial division, has been appointed sales manager of MGM Telestudios, New York, tv tape producer. He fills a post which has been vacant for the past year and a half.

VISIBILITY!

Research says your advertising does not get better visibility in a "thin" publication. Thinness means less advertiser acceptance. . . less value to readers. The more ads, the more and better editorial a publisher can deliver. This means more reader traffic. . . the real measurement of visibility. On the average, PAs read PURCHASING Magazine for 90 minutes. Advertising readership scores are consistently high, varying an average of only 1.9% from front to back. High response is documented by Reader Action studies. You just can't buy better visibility than that!

PURCHASING
MAGAZINE

Sells the man who buys

A Conover-Mast publication
205 E. 42nd St., New York 17, N.Y.

ABP BPA

Weston Opens Branch Office

Weston Associates, Manchester, N. H., has opened an office at 109 S. Wincoski Ave., Burlington, Vt.

BUILD SALES WITH PROMOTIN' PROMOTERS
BALLS
BALLOONS
BARR
Hundreds of sizes, shapes and colors.
Proven Sales Builders
Can Barr premiums help in your promotion? Write us about your need and our Art Department will furnish a free design and message. We'll give you real sales building ideas.
Write
The BARR RUBBER PRODUCTS COMPANY
SANDUSKY, OHIO

Cunningham Pitts Connolly

BOSTON TEA PARTY—*Chatting before the first meeting of the season of the Boston Advertising Club were John P. Cunningham, chairman, Cunningham & Walsh; Elaine R. Pitts, director of the consumer information service of Sperry & Hutchinson Co.; and James M. Connolly, vp, John Donnelly & Sons, and president of the club. Mr. Cunningham was the featured speaker at the meeting.*

Visking Co. Adapts 'Hidden Ball' Play to Sell Its Sausage Casings

CHICAGO, Oct. 17—Promoting something you don't make, to sell something the consumer doesn't see, is the devious but successful program that Visking Co.'s food casing division is profitably pursuing on two fronts.

The "something" the consumer never sees is Visking's cellulose casings, which are peeled off at the sausage factory after having been used to make frankfurters. (The same kind of casings, used on sausage, are seldom noticed by buyers.)

Earlier advertising by Visking, a division of Union Carbide Corp., emphasized recipes and meal plans involving these meat products. But, says W. R. Hemrich, Visking ad manager, the advertising situation isn't that simple any more. In today's market, retailers are no longer interested in stressing a single product such as sausage. They prefer to promote a variety of items, with long profit margins balancing short.

■ Mr. Hemrich and Visking's agency, Edward H. Weiss & Co., have attempted to solve the problem with a double-barreled campaign designed to reach three audiences: (1) meat packers, who use food casings for their products; (2) retailers who stock them; and (3) the consumer who buys the products, unaware of Visking's part in their manufacture.

Two tie-in campaigns will augment the general phase of the program. Following last year's successful tie-ins, when 50,000 stores cooperated, Visking took part this year in the June Best Meal promotion and August Sandwich Month, using color pages in *Ladies' Home Journal* and *McCall's*.

In addition, inserts in eight trade publications carried perforated post cards with which retailers could order color posters displaying sausage with related foods for their stores.

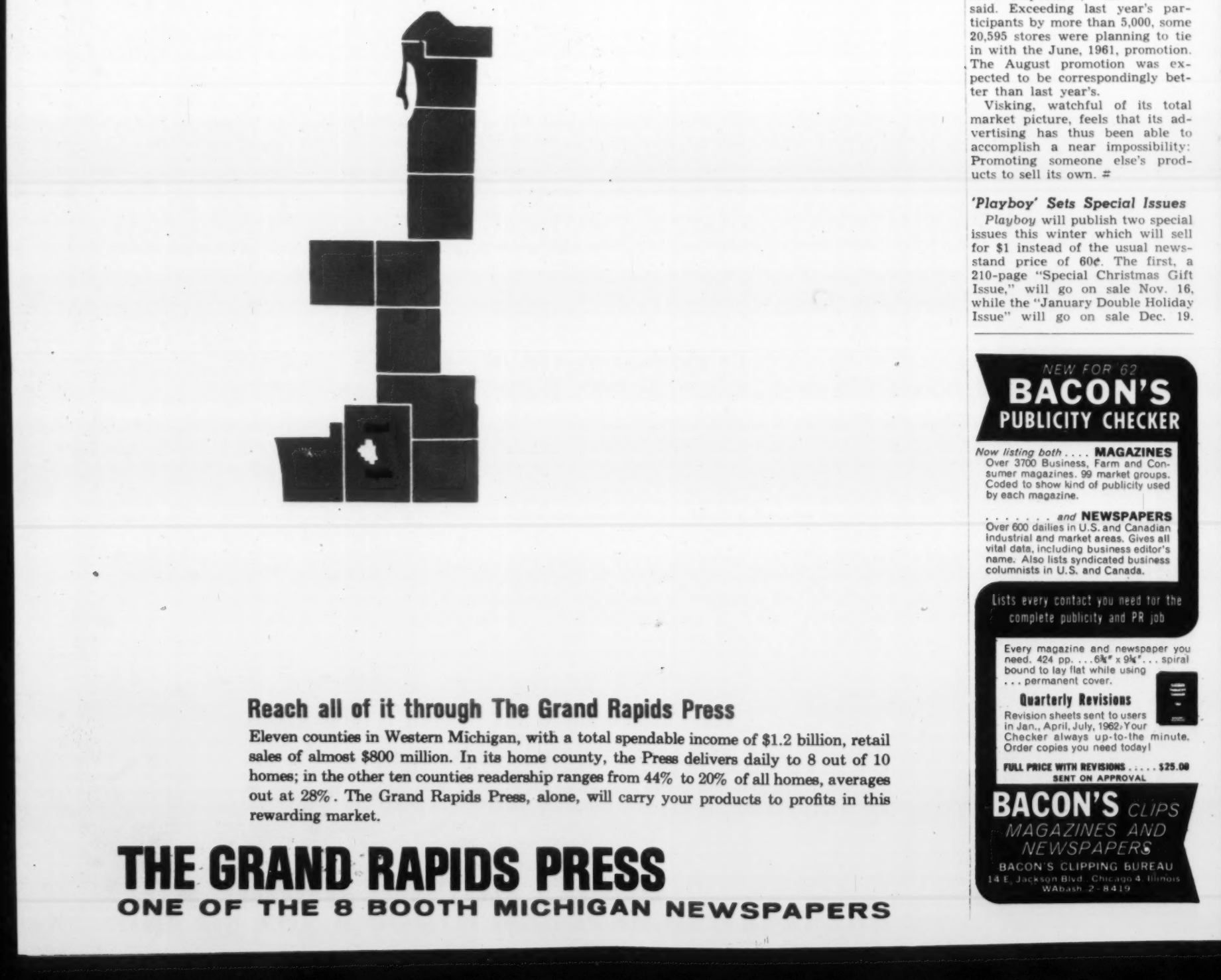
■ Most important, Visking's primary market, the meat packers, are cooperating enthusiastically. Last year more than 300 packers ordered 78,000 posters for their own use.

"We are confident that this year's final results will be even more impressive," Mr. Hemrich said. Exceeding last year's participants by more than 5,000, some 20,595 stores were planning to tie in with the June, 1961, promotion. The August promotion was expected to be correspondingly better than last year's.

Visking, watchful of its total market picture, feels that its advertising has thus been able to accomplish a near impossibility: Promoting someone else's products to sell its own. #

'Playboy' Sets Special Issues

Playboy will publish two special issues this winter which will sell for $1 instead of the usual newsstand price of 60¢. The first, a 210-page "Special Christmas Gift Issue," will go on sale Nov. 16, while the "January Double Holiday Issue" will go on sale Dec. 19.


$1.2 billion market!
Reach all of it through The Grand Rapids Press
Eleven counties in Western Michigan, with a total spendable income of $1.2 billion, retail sales of almost $800 million. In its home county, the Press delivers daily to 8 out of 10 homes; in the other ten counties readership ranges from 44% to 20% of all homes, averages out at 28%. The Grand Rapids Press, alone, will carry your products to profits in this rewarding market.
THE GRAND RAPIDS PRESS
ONE OF THE 8 BOOTH MICHIGAN NEWSPAPERS

NEW FOR 62
BACON'S
PUBLICITY CHECKER
Now listing both . . . . MAGAZINES
Over 3700 Business, Farm and Consumer magazines. 99 market groups. Coded to show kind of publicity used by each magazine.
. . . . . and NEWSPAPERS
Over 600 dailies in U.S. and Canadian industrial and market areas. Gives all vital data, including business editor's name. Also lists syndicated business columnists in U.S. and Canada.
Lists every contact you need for the complete publicity and PR job
Every magazine and newspaper you need. 424 pp. . . . 6¾" x 9¾" . . . spiral bound to lay flat while using . . . permanent cover.
Quarterly Revisions
Revision sheets sent to users in Jan., April, July, 1962. Your Checker always up-to-the minute. Order copies you need today!
FULL PRICE WITH REVISIONS $25.00
SENT ON APPROVAL
BACON'S CLIPS MAGAZINES AND NEWSPAPERS
BACON'S CLIPPING BUREAU
14 E. Jackson Blvd., Chicago 4, Illinois
WAbash 2-8419

18
AUTOMOTIVE NEWS, MAY 29, 1961
Engineering · Production · Materia
A Monthly Section Describing and Interpreting T
Sculpturing, Functionalism Called Styling Trends
CLIFF C. VOSS, chief exterior stylist of Chrysler Corp., believes that American car styling has swung sharply to sculpturing—the use of sheet metal concaves, blisters and bombs.
"This is an important tool for the stylist," Voss said. "It can vary from being subtle to being quite heavy. I feel that it does two
answer the questions without giving information that would tip off his company's future plans.
Continuing the functional theme, he said that many people feel that the Valiant and Lancer deliberately were given a European look, but that this was only a byproduct of the Chrysler designers' efforts to make these cars as functional as possible.
As an example, he cited th
iant's "fastback" or slant
deck lid. Voss said this fea
mits carrying
Scheduled by Yeare
B
By
AUT
1961

Pictured in the parade of progressive styling above are Plymouth's 1954 and 1958 Belvedere models, the 1961 Fury, and the new XNR "idea car."

Automotive News at work:

Watching the styling pendulum swing

Is American car styling still swinging sharply to sculpturing . . . or has its momentum already started to wane? Is functionalism opening greater opportunities for stylists . . . or increasing limitations? Does the stylist or the public determine automotive trends?

The answers to these questions, and questions like them, make news . . . editorial news that keeps the men of the automotive industry attune to the times. This is the kind of editorial that's part and parcel of the Automotive News regular monthly section: Engineering, Production, Materials.

And this is the kind of editorial that draws the interest of automotive engineers, stylists, production men, sales and service managers and other key personnel . . . men who represent a major buying influence in the automotive field . . . men who can specify your product!

This is editorial that's working for you, pinpointing your sales message to the men you want to sell. Take advantage of Automotive News special editorial features and their readership: 43,000 paid subscribers who must be kept informed to be competitive. Call your Automotive News Representative today.

The most *influential* publication in the automotive industry.

REPRESENTATIVES:

DETROIT: R. L. Webber, William R. Maas, Roy Holihan, 965 E. Jefferson, Woodward 3-9520

NEW YORK: Edward Kruspak, Howard E. Bradley, 51 E. 42nd St., Murray Hill 7-6871

CHICAGO: J. Goldstein, Bill Gallagher, 360 N. Michigan Ave., State 2-6273

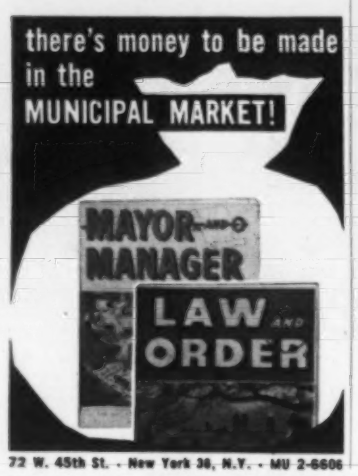
SAN FRANCISCO: Jules E. Thompson, 681 Market St., Douglas 2-8547

LOS ANGELES: Robert E. Clark, 6000 Sunset Blvd., Hollywood 3-4111

The Newspaper of the Industry
Automotive News
ENGINEERING MANUFACTURING MERCHANDISING SERVICING
Survey Finds Sales and Profits Improved . . .
Cheers Dealers

Ronson Promotes Stein

Herbert M. Stein, general sales manager of Ronson Corp., Woodbridge, N.J., has been appointed vp of marketing of U.S. consumer products, a new post.



72 W. 45th St. • New York 36, N.Y. • MU 2-6606

Dyer Mrs. DeLay Blackman Simmons Chase Mrs. Olsen Olsen

FESTIVE—*Relaxing between business sessions of the Direct Mail Advertising Assn.'s annual meeting were Tom Dyer, Cogan Co.; Mrs. Robert DeLay; Dana Blackman, McCann-Erickson, New York; Sylvia Simmons, Young & Rubicam, New York; George Chase, Consolidated Printing Service, Louisville; and Mr. and Mrs. George Olsen, General Telephone & Electronics, New York.*

$250 million market!

Jackson Citizen Patriot delivers 83 out of every hundred families in this compact single-county market. Draw a can't-miss bead on a quarter billion dollar income with a schedule in the newspaper that almost every Jackson County citizen reads every day.

JACKSON CITIZEN PATRIOT
ONE OF THE 8 BOOTH MICHIGAN NEWSPAPERS

Pop Drinkers Hoist Bottles as Teamsters End Strike in S. F.

SAN FRANCISCO, Oct. 17—Pop guzzlers here heaved a sigh of relief today and went back on the bottle as three locals of the Teamsters union ended a strike by accepting a new contract.

The strike against Coca-Cola, Seven-Up, Pepsi-Cola and other soft drink bottlers ended soon after many grocery stores and chains refused to accept deliveries from struck firms (AA, Oct. 9).

Union locals 70, 896 and 278 accepted a new contract after the companies involved agreed to remove non-union workers from jobs covered by Teamsters jurisdiction. #

Value Fair to Edelstein

Value Fair department stores, and the American Federation of Radio & Television Artists, both Los Angeles, have appointed Irvin L. Edelstein Associates to handle advertising. At the same time, Barbara Simpson, formerly with McCall Corp., has joined the agency as radio-tv director and account exec.

WTRF-TV STORY BOARD

WATCHwords for old memories? Pint of milk? Home brew? Pick handle? Moonshine? Hand-me-downs? Remember when a young woman asked her doctor and not her landlord if she could have children? Remember toe jams? Or the sing songy "Ice balls, one cent, six for a nickel and twelve for a dime—cold as ice, sweet as honey, this is the place to spend your money"? How about bank night . . . penny candy . . . and the cop on the beat? Did you sell pig iron, talk pig latin, pick railroad flowers, or go to the dime rush?

WATCH wtrf-tv

WATCHcry for toymakers! "Buy a chemistry set for the kid that wants to go places!"

WATCH Wheeling

WATCHing Cy Ackermann define for the Romper Room gang. "What is anatomy? Well, it's something everybody has, but it just looks better on girls!"

WATCH wtrf-tv

WATCH the waist land! You can always depend on a fat man, he never stoops to anything low.

WATCH Seven

WATCHing framework! "I'm the backbone of television," said the comedian. "I wouldn't go that high," said the critic.

WATCH Wheeling

WATCHworthy! North Electric's Hope and Joe Jefferson report that in Tallahassee, the difference between a bathing suit and an evening gown is not material.

WATCH wtrf-tv

WATCH? Everybody does! That's why 7,500 retail outlets ring up over 1¾ billion dollars annually in the Wheeling-Steubenville Industrial Ohio Valley. That's why you'll want George P. Hollingbery to tell you the WTRF-TV Wheeling story.

CHANNEL SEVEN NBC WHEELING, WEST VIRGINIA

PORTRAIT OF A BUYER WHO KNOWS WHERE TO LOOK FOR THINGS

Buyers are the craziest people! Nothing stops them when they want product information. Nothing, that is, except the lack of it.

That's why there's a thing called Thomas Publishing Company. And that's why Thomas goes to all the bother of putting out a monthly newspaper full of product facts. They call it Industrial Equipment News. Buyers check IEN religiously for product news.

Thomas also puts out a huge 4-volume directory for industrial buyers. It's called Thomas Register. TR gives essential facts about 75,000 industrial product classifications. TR is complete, therefore buyers use it often.

To sell more to industry, advertise in IEN and TR. Published by Thomas, product information headquarters for the men who buy.

THOMAS

PUBLISHING COMPANY

Product Information Headquarters

461 EIGHTH AVENUE, NEW YORK 1, N.Y.

Phone: OXford 5-0500

ARE YOU LOOKING FOR A LONDON AGENCY?

Here is a medium sized advertising agency with a high reputation for integrity and sound financial standing, already representing American clients in Britain. We should be glad to hear from American agents or advertisers wanting the services of an agency which is modern in outlook and which provides a very personal service with public relations, market research and marketing counsel.

Please write to:

ERNEST GODBOLD
Managing Director
GODBOLDS
Incorporated Practitioners in Advertising
99 Aldwych, London, W.C.2, England

Hayden Acquires Ahrens, Continues Expansion Drive

NEW YORK, Oct. 17—Setting its sights on "rapid expansion," Hayden Publishing Co. today announced its purchase of Ahrens Publishing Co. for an undisclosed amount.

Ahrens does about $1,250,000 in advertising volume, and Hayden $5,250,000.

A month ago, Hayden also bought the book publishing house of John F. Rider, Publisher Inc. Rider specializes in paperback technical books and currently has more than 270 titles in electronic and allied fields. No Rider books carry advertising.

In the next few weeks, Hayden will also announce a new publication "close to the electronics field." Its most recent new publication was *Electronic Designers' Catalog*, an annual launched about 18 months ago. Other publications in the Hayden fold are the semimonthly *Electronic Design* and the newsletter "Electronic Week."

"We want a rapid expansion," Hayden's president, James S. Mulholland Jr., said. "Our program is to expand through acquisition and through starting new publications. We will do this in four major areas—industrial, professional, merchandising and book publishing.

■ "The Ahrens acquisition equips us to go into the merchandising field, for which we were not previously equipped," he added. Ahrens publishes *Frozen Food Age*, *Hotel World-Review & Hotel Management*, *Restaurant Equipment Dealer*, *Restaurant Management*, and *Travel America Guide to Hotels & Motor Hotels*.

Mr. Mulholland said Hayden is interested in acquiring fully staffed and profitable operations. "We want to develop into a confederation of independent publications, each headed by a man capable of running it totally." In line with this, Hayden plans no executive changes at Rider or Ahrens. John F. Rider remains president of the Rider division; Don Nichols continues as Ahrens' chairman and treasurer; Charles F. Loeffel as vice-chairman; and John C. Cadle as president.

On the same principle, he added, Ahrens will retain Bauer Advertising, Maspeth, as its agency; Thomas V. Hodges Advertising, Philadelphia, will continue to handle Hayden.

■ Mr. Mulholland said one reason for Hayden's rapid expansion has been that "there are activities that are best carried out by larger operations." This applies especially to research for advertisers, to marketing and to new publications, he indicated; Hayden has been able to plough a considerable amount of development cash into its new acquisitions.

Hayden took one of its first steps towards expansion in April, 1950, when Mr. Mulholland and co-founder T. Richard Gascoigne relinquished publishing direction of Hayden properties to Robert E. Ahrensdorf.

Mr. Ahrensdorf had operated Robert E. Ahrensdorf Co., Los Angeles, a representative company, which had handled Hayden's *Electronic Design* for seven of its eight years until then. Prior to that, he had been a vp of Rogers Publishing Co.

■ At that time, Mr. Mulholland took the new post of president and Mr. Gascoigne the new post of chairman, and since then both have devoted full time to expansion plans.

Mr. Mulholland said this month will be the largest in dollar volume for both the company and its major money maker, *Electronic Design*. Meanwhile, Ahrens appears "about equal with last year," and Rider is up. #

Kirkland Joins Burrus

William B. Kirkland has joined Burrus Mills, Dallas, as marketing manager for consumer and bakery products. Mr. Kirkland was formerly area sales manager in Richmond, Va., for Pillsbury Mills.

YOU GET

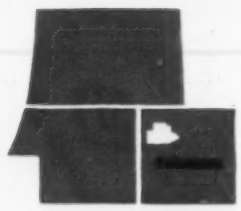
40-night **FREE** trial offer of the **SEALY POSTUREPEDIC® MATTRESS.** Plus this Posture-Prop (comparative value $7.95) for only **$2.95.**

Call EVergreen 8-7760 for the address of the nearest Sealy dealer authorized for this sale. This offer for a limited time only.

WHAT MORE COULD YOU WANT?

SOMETHING MISSING?—*Sealy Mattress Co. of New York is running ads in nine metropolitan and suburban newspapers without an illustration of the product. The ad is keyed to a telephone number which prospects may call for the address of the nearest Sealy dealer. Getschal Co., New York, handles Sealy of New York.*

$540 million market!



Kalamazoo Gazette dominates one of the most dynamic markets in the U.S.

Business in Kalamazoo has gone nowhere but up for years. To cash in on this fertile area for increasing sales, use the proven power of the Gazette. Your sales story will go into practically every home in the city, and into 8 out of 10 homes in the whole prosperous county.

KALAMAZOO GAZETTE
ONE OF THE 8 BOOTH MICHIGAN NEWSPAPERS

to start a trend . . . in the farm market

Sell the "open-mind" of the young farmer — the big-influence market of modern, **educated** farmers.

275,000 strong

The National **Future Farmer**
BOX 29
ALEXANDRIA, VIRGINIA
ROckwell 8-1212

The magazine for the young man on the farm

Magic words for you . . . if she's picking your brand

And in consumer selection of a product for family use, only by using every bit of authoritative support you can get, can you make certain that the consumer picks *your* brand from the counter.

Millions of young mothers find themselves confused about product differences, because of claims, counter-claims, well founded and well-meaning advice.

This Seal makes the *big* difference at point-of-sale!

All over America, young mothers and fathers (both readers and former readers of Parents' Magazine), know and respect this Seal as the most authoritative symbol of products suitable for their families.

There is no compromise in the awarding of this Seal. The scientific facilities used by Parents' Magazine for product study and testing are the equal of any in the nation.

This emblem is a proven sales-builder. Used in advertising, on literature, on packages, it can move the consumer to say, "I'll take *this* one," as she picks up YOUR product.

PARENTS' MAGAZINE CIRCULATION GUARANTEED
1,875,000

CHILDREN IN PARENTS' MAGAZINE FAMILIES
4,500,000

MONTHLY READERSHIP
6,300,000

Consumer Service Bureau, PARENTS' MAGAZINE, 52 Vanderbilt Avenue, New York 17 • Atlanta • Chicago • Boston • Los Angeles • San Francisco

'RM Magazine' to Go Monthly

RM Magazine (Reproduction Methods for Business & Industry), a Gellert-Wolfman publication, New York, will go from a bi-monthly to a monthly with the January, 1962, issue. *RM*, which was launched last January, plans no change from the present b&w rate of $680 a page.

Schaefer Names Cooke

Robert B. Cooke, formerly a broadcaster with Columbia Broadcasting System and prior to that sports editor of the *New York Herald Tribune*, has been named director of public relations for F. & M. Schaefer Brewing Co., Brooklyn. He succeeds James Hausman, who resigned about six months ago.

Hooker Names Cannon

William J. Cannon has joined Hooker Chemical Corp., New York, as manager of advertising and sales promotion, headquartering in Niagara Falls. Mr. Cannon was formerly manager of corporate advertising of Allied Chemical Corp.

How Bell & Howell Stretches Marketing Funds Told to DMAA

NEW YORK, Oct. 17—High efficiency is the key to the marketing strategy of Bell & Howell Co., Chicago, Carl Schreyer, marketing vp, told the convention of the Direct Mail Advertising Assn. here last week.

Mr. Schreyer said his company could not match Eastman Kodak's $15,000,000 to $20,000,000 a year advertising budget for its photographic equipment. Instead, B&H has elected to invest its marketing dollars in customer and dealer satisfactions, such as the five-year guarantee for its new slide projector, and a dealer profit-sharing franchise.

Bell & Howell's marketing philosophy, said Mr. Schreyer, is to overcome consumer barriers by engineering products with "innovations, not just frills." The company also aims at simplifying operation of its equipment as much as possible, since studies had shown that consumers thought Bell & Howell's cameras were too complicated.

Another prime objective is to secure dealer support. The company conducts elections in 16 districts to elect a representative to a Bell & Howell retail panel. These 16 retailers tell the company what's wrong with it for "five solid days," Mr. Schreyer said. "These guys are articulate and vocal. They don't pull their punches."

■ Mr. Schreyer also explained the workings of a profit-sharing franchise plan, designed to control discounting and to protect the dealer's inventory if prices are reduced. The company also offers retailers shares of common stock for supporting Bell & Howell promotions. Mr. Schreyer said about 3,000 retailers are owners in the company.

Bell & Howell, through Sloan-Ashland Co., sent out over 20,000,000 direct mail pieces last year, plugging the company's $150 movie outfits. Mr. Schreyer said 65% of the people who buy through direct mail have never been in a camera store and never intended to go to one. #

SPORTS FORECAST—*Fortune Shoe Co. is testing a series of five ads with sports cartoons on the changing Southeastern Conference football situation in Atlanta, Jackson and Tampa. Each ad runs the day before a big game. Clayton-Furlow is the agency.*

Shoppers Information Service Finds Live Buying Prospects

NEW YORK, Oct. 17—Shoppers Information Service, a new company, at 366 Madison Ave., has come up with a program aimed at cutting "manufacturers' cost of locating the active shopper by 90%."

Here's how the program works, according, to Edward MacNeal, president, and Robert Roderick, vp:

Through direct mail, householders are offered buyers kits in a variety of products. The consumer may pick four product categories on any given request cards. The service then compiles a "package" containing sales information kits, catalogs, brochures of competing companies in each category. The privacy of the consumer is guaranteed; no names are revealed.

Mr. MacNeal said the first mailings were sent out today. "The mailings will reach 30,000,000 families in 1962," he said.

"We can isolate the active buyer," he said, "and enable the manufacturer to give him the whole story in any product category."

By combining a search for shoppers in many product categories, Shoppers Information Service "will locate the one shopper in 200, in the case of washing machines, or the one shopper in 100, in the case of television sets, who wants to know all about a product for immediate purchase."

■ "The cost of prospecting for customers has always been high," he said. "Until now, hardly any company could afford the $2,000,000 to $5,000,000 expense needed to prospect throughout his entire market. Our service can accomplish this for as little as $100,000."

Mr. Roderick said the "private trade show" service was "the next logical step to the sale after national advertising." #

FREE LIGHT
with every sign

'Codit" Reflective Liquid makes your highway "tacker" signs sell day *and* night—without the cost of light! Reflective sign surface bounces back light borrowed from oncoming cars. Brilliant. Impressive. You reach 50% more motorists than with daytime-only signs—and at much less cost per reader.

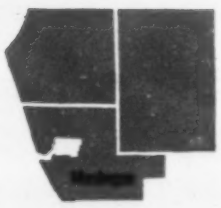
WRITE FOR FOLDER AND FREE DEMONSTRATION SAMPLE

CODIT® BRAND REFLECTIVE LIQUID

Minnesota Mining & Manufacturing Co. 3M

Dept. RCW, St. Paul 6, Minn.

$325 million market!



Only The Muskegon Chronicle delivers this market

Important Seaway port, busy manufacturing city, trading center for families with $1½ billion to spend. The Chronicle, practically 100% home delivered, goes into 85% of all homes in Muskegon County and is the most potent salesman in the area. The Chronicle can carry your advertising campaign alone, with maximum effectiveness and economy.

THE MUSKEGON CHRONICLE
ONE OF THE 8 BOOTH MICHIGAN NEWSPAPERS

SPORTS • CARTOONS • PRODUCTS IN ACTION
FLIP BOOKS
MINIATURE FLIP BOOK CO., INC.
15 WEST 44TH STREET . . . NEW YORK 36, N. Y.
SEND FOR PRICES creators of FREE SAMPLES
"POCKET TELEVISION" MOVIE FLICKER BOOKS

CHEMICAL WEEK Production Editor Herb Short flies in as Carla flies out for a 2-day eyewitness survey of Chemical Process plants in hard-hit Texas Gulf area.

CPI-Management looks Carla in the eye...

SEA OF DRUMS strewn across Texas City road typifies clean-up problem in hurricane's aftermath. But CPI-Management snapped back fast to hold the biggest Industry loss — production downtime — to a minimum.

DIKE BROKE HERE, and the wind picked up the Gulf and dropped it right in the lap of Dow's Plant A. Plant B, higher, fared better. But in just 4 days most areas were drained and lights began twinkling.

CARLA'S WICKED EYE missed Koppers plant at Port Acres by 200 miles, but it got 4 ft. of water. And DuPont's Victoria plant and Carbide's Seadrift plant caught the eye but missed the flood.

BACK IN BUSINESS 3 days later, Tanker Dow Chem ties up at Freeport plant to load. Southern Pacific sent "empties" through to test rails inland to Port Arthur. Most plants were about set to start shipping.

PATROLLING GUARDSMAN, viewing strangely silent chemical industry in background, helps keep sightseers and looters under control as plant crews return to clean up and start up.

This story suggests why in the Chemical Process field there is one unique publication acknowledged as "Industry Spokesman for CPI-Management." But to speak, you must know. And to know, you must see and hear. You must be something more than "on the scene"... you must be *in the scene*, a living part of what is happening. All sorts of things happen in this busy, changing CPI complex, and happen *fast*! Most are neither as dramatic nor as demonstrable as what you have witnessed here... but *whatever, wherever, whenever* anything happens that affects the managers of the companies you want to sell, they know they can count on CHEMICAL WEEK to be their eyes and ears as well as their voice.

Industry Spokesman for CPI-Management

Chemical Week

A McGraw-Hill Businesspaper

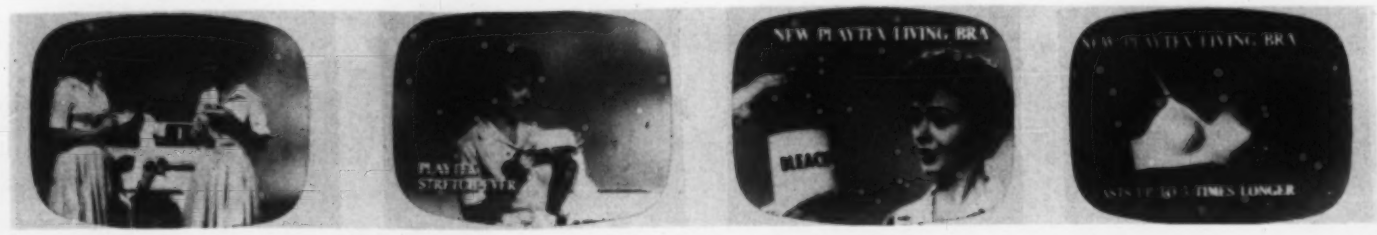
Schmidtke to Atherton-Privett

Norman E. Schmidtke, formerly with Erwin Wasey, Ruthrauff & Ryan, has joined Atherton-Privett, Los Angeles, as an art director.

Rogers Moves N. Y. Offices

Rogers Publishing Co., subsidiary of Cahners Publishing Co., has moved its New York office from 60 E. 42nd St. to 310 Madison Ave.

GIMMICK MAILINGS
Exotic, unusual mailings of all types to tie-in with your special promotions.
Free 24-page Catalog
ORCHAWAII
ORCHIDS OF HAWAII, INC.
305 7th Ave., N. Y. 1, N. Y. • OR 5-6500
Branches
• 469 E. Ohio St., Chicago 11, Ill. • Tel.: 467-5765
• 24333 Narbonne Av., Lomita (L.A.), Cal. • DA 5-0381



BREAKTHROUGH—*International Látex Corp., New York, began advertising its Playtex bras and girdles in prime tv network time this fall, with participations in "Thriller," "Cain's Hundred," "87th Precinct," "Saturday Night at the Movies," "Outlaws," "Tall Man," "Captain of Detectives," "Jack Paar Show" and "Today," all on NBC-TV. The above commercial for Playtex Living bra features the brand's "stretch-ever, Spandex elastic made without rubber" so that it can be machine washed with a detergent and even a bleach without "stretching." The bra is said to "last up to three times longer." Latex also is continuing its spot tv schedule in about 100 markets. Reach, McClinton & Co. is the agency for Latex bras, while Ted Bates & Co. handles the girdle line.*

Lane Ltd. Names Gore

Chester Gore Co., New York, has been named the agency for Lane Ltd., marketer of House of Lords, Black Knight, Orienta and Mountbatten smoking tobaccos and Charatan pipes. Kastor, Hilton, Chesley, Clifford & Atherton was the previous agency.

Industrial Ads Only Way to Reach All Buying Execs: Allen

CHICAGO, Oct. 17—Use of industrial advertising is the only way to reach all the buying influences in a company, but management has to have this fact brought home to it, according to Philip D. Allen, president of Maclean-Hunter Publishing Corp.

Surveys by Maclean-Hunter in the U.S. and Canada, he told the Chicago chapter of the Assn. of Industrial Advertisers last week, "seem to point up a pertinent fact that management knows practically nothing about industrial advertising and unfortunately, in many cases, cares less.

"I firmly believe," Mr. Allen said, "that the fault lies directly on our shoulders. We have done absolutely nothing to promote industrial advertising to our top management."

■ He suggested that ad managers should send monthly bulletins to the company president, outlining advertising objectives and means of accomplishment.

To point up the need for advertising in addition to sales calls, Mr. Allen suggested: "Take five of your largest customers and find out from the sales department on whom the salesmen are calling. Then, get the circulation in those companies as delivered by the magazines you are using to reach those companies. Ask your salesmen whom they would rather call on, the individuals they see or the recipients of the magazine . . . This was done for one West Coast manufacturer, and I quote the sales manager when he said, 'Boy, if my salesmen could call on these individuals, our work would be easy.' "

■ By multiplying the number of plants being sold to by the number of "buying influences" in each, and by then multiplying that number by the number of sales calls needed to sell these influences, it can be shown that the sales staff could not do the complete job, he said. #

Scelba to Armand-Richards

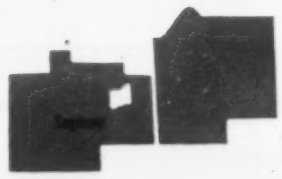
Andrew F. Scelba has joined Armand-Richards Advertising Agency, Hackensack, N.J., as an account executive. Mr. Scelba was formerly an account executive of Arden Advertising Associates, Passaic, N.J. Thomas & Betts Co., Elizabeth, N.J., has appointed Armand-Richards to handle promotion for its electronics products.

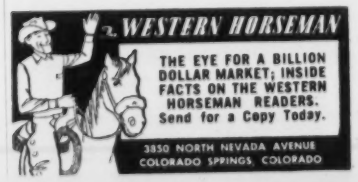
Network TV Cost-per-1,000 Trends

Compiled by TvB
Source: A. C. Nielsen Co.

1st 6 Months	All Programs	Evening	Daytime
1961	$2.73	$3.98	$2.01
1960	2.65	3.94	1.90
1959	2.72	3.60	2.30
1958	2.85	3.71	2.24
1957	2.79	3.72	2.14

Note—The sponsor's admission fee—cost per thousand nighttime homes reached—continues to edge upward after a dip in 1959 and 1960. Daytime cost per thousand dipped in 1960; now it has gone up again.

$430 million market!

Reach it through The Saginaw News
An extremely stable market, with excellent balance between industry, agriculture and commerce. The Saginaw News, home delivered to 8 out of 10 homes in all of Saginaw County, provides volume sales for its advertisers. Schedule The Saginaw News for sales and profits.
THE SAGINAW NEWS
ONE OF THE 8 BOOTH MICHIGAN NEWSPAPERS


WESTERN HORSEMAN
THE EYE FOR A BILLION DOLLAR MARKET; INSIDE FACTS ON THE WESTERN HORSEMAN READERS. Send for a Copy Today.
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

10 more women for every dollar

ANOTHER PLUS FOR YOU IN CHICAGO'S TOP TWO

The price on women readers varies in Chicago. When you advertise in the Sun-Times/Daily News combination, you get 527 women for a dollar. With the second-best combination, 517 for a dollar. Difference: 10 purse-toting people for every single buck!

You *could* go after Chicago's women with *one* newspaper. But even the *biggest* daily in town misses nearly two-thirds of the women.

That's why it now takes two newspapers to sell Chicago.

And—you check—in every major buying category, the Top Two for the money are the Sun-Times and the Daily News. Our man has the facts (Compiled in consultation with A.R.F.) Have a look.

CHICAGO: 401 N. Wabash Avenue, WHitehall 3-3000
NEW YORK: Time and Life Bldg., Room 1708, Circle 6-1919
DETROIT: Buhl Bldg., Room 1026, WOodward 3-0930
MIAMI BEACH: Hal Winter Co.

ATLANTA
LOS ANGELES
SAN FRANCISCO
Sawyer-Ferguson-Walker Co.

TOP TWO FOR THE MONEY
CHICAGO SUN-TIMES
CHICAGO DAILY NEWS

Copyright, 1961, Field Enterprises, Inc.

JUST ASK FOR MARIE...

Call WAbash 2-8655!

Let Marie handle your complete mailings — including addressographing, addressing, multigraphing fill-in on multigraphed letters and planographing.

Marie keeps your Mailing List up-to-date too and frees you from all the detail work.

Direct Mail has been our business for 30 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

The Letter Shop Inc.

431 S. Dearborn St. • Chicago 5, Illinois

Information for Advertisers

"A Market on the Move," a 12-page market data file on the wood industry, is available from **Wood & Wood Products,** 59 E. Monroe St., Chicago 3. Requests, written on company letterhead, should be directed to J. F. Koellisch, publisher.

• "1961 Survey of Markets & Business Year Book," giving data on the 400 market areas in Canada, has been published by the **Financial Post,** 481 University Ave., Toronto. The survey rates each area in terms of income, retail sales and population growth and gives complete description of each area. Copies of the survey are priced at $4 each.

• "Fort Wayne—Indiana's Golden Zone Market," covering population, retail sales, construction and industry in Fort Wayne, has been published by **Fort Wayne Newspapers,** Fort Wayne 2. Requests should be directed to Paul H. Knapp, manager.

• Three reports covering purchase, repair, and ownership, by brand, of piston rings, batteries, spark plugs, oil filters, air cleaners and tires by farmers in Iowa, Illinois, Indiana and Wisconsin, have been published by **Wallaces Farmer, Prairie Farmer** and **Wisconsin Agriculturist,** Wallace-Homestead Co. publications. Additional information on the "Automotive Accessories" survey may be obtained from R. J. Pommrehn, Director of Research, *Wallaces Farmer,* 1912 Grand Ave., Des Moines 5. #

DeCoster Joins ABC-TV Sales

Arthur J. DeCoster, formerly with the Katz Agency, has been appointed an account executive in the Chicago office of ABC-TV National Station Sales.

ALL OVER THE EAST
WHEREVER PEOPLE HAVE FUN, PEOPLE HAVE Schmidt's
Schmidt's
Schmidt's
BEER AS BEER SHOULD BE FULL-TASTE BEER

NEW AD SERIES—*Ads like this are appearing on a regular basis in the Delaware Valley area emphasizing the scope of product availability provided by Schmidt's of Philadelphia.*

Park, Benziger Hikes Budget for Harvey's Scotch

NEW YORK, Oct. 17—Park, Benziger & Co. has stepped up advertising for Harvey's scotch, largest-selling scotch in the under-$6-a-fifth class in New York.

Harvey's was a minor advertiser for years. Last month, Park, Benziger switched from Georgian Associates to Miller Advertising after talking to some five agencies. The company liked Miller's "reason-why" approach, which takes the form of solid-copy, 100-line ads scheduled for most New York newspapers, which began Oct. 16.

Copy says Harvey's is the light scotch that refuses to join the costly ranks: "We do not believe . . . that an excellent scotch whisky need cost more than $5.77 a fifth (or $7.14 a full quart), the price of Harvey's."

The same theme appears in bus cards saying, "Enjoy Harvey's scotch, you'll like the change."

Later, Benziger plans extending the campaign market by market. #

Paterson Billings Increase

George Paterson Agency, Sydney, has issued an annual report showing record billings of more than $13,440,000 for the year ended June 30, 1961. Paterson is considered Australia's biggest agency. It has a staff of 415. For the previous fiscal year it reported billings in excess of $11,200,000 and a staff of 380.

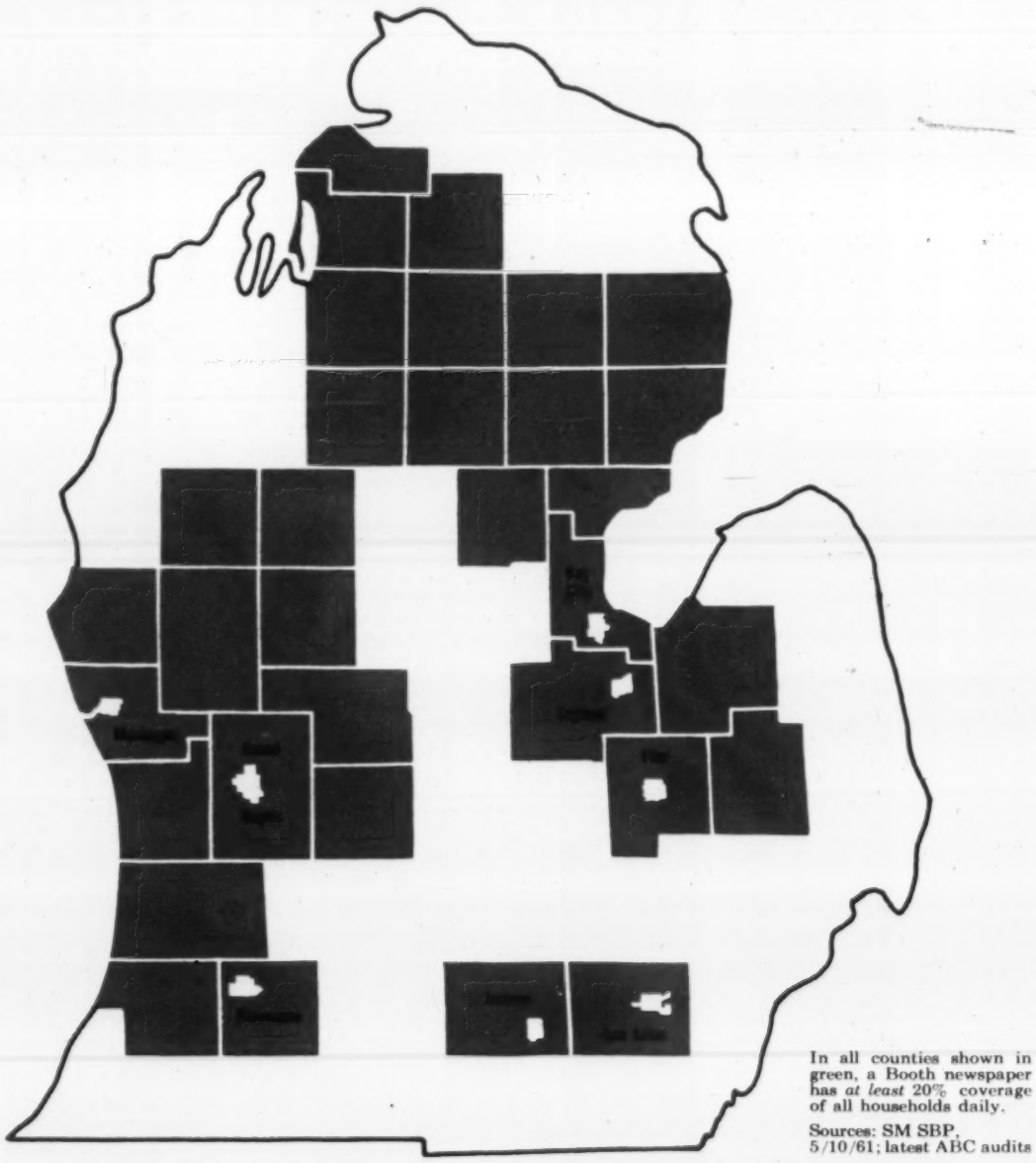
Travel Enterprises to Kohn

Travel Enterprises Inc., New York, has named Abner E. Kohn Associates, New York, to handle its advertising. The former agency was Harold Michaelson Associates. The company is using small space in the New York *Herald Tribune, Post* and *Times* and *Modern Bride.*

Neiman Joins Capitol Records

Bill Neiman, formerly with Carson/Roberts Inc., has joined the publicity staff of Capitol Records, Los Angeles.

$4.4 billion market!



In all counties shown in green, a Booth newspaper has *at least* 20% coverage of all households daily.

Sources: SM SBP, 5/10/61; latest ABC audits

Booth Newspapers, alone, deliver this share of the Michigan market

Two and a quarter million people, with $4.4 billion spendable income, will make almost $3 billion in retail purchases this year. They're easy and economical to reach, too. The Booth Michigan Newspaper in each area is strong enough and influential enough to do your advertising job alone. Call in the Booth representative. Get the market facts and the coverage details from him now!

BOOTH MICHIGAN NEWSPAPERS

REPRESENTED NATIONALLY BY:
A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760
Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680
Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401
William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972

THE ANN ARBOR NEWS
THE BAY CITY TIMES
THE FLINT JOURNAL
THE GRAND RAPIDS PRESS
KALAMAZOO GAZETTE
JACKSON CITIZEN PATRIOT
THE MUSKEGON CHRONICLE
THE SAGINAW NEWS

Your Address: Chicago's magnificent gold coast

181 East Lake Shore Drive

Overlooking Lake Michigan . . . five minutes from downtown . . . steps from Michigan Avenue stores. Fine Restaurant. Superb rooms & suites at sensible prices.

Donald O. Cronin, Mgr. SUperior 7-8500

LAKE SHORE DRIVE HOTEL

A DYNAMIC, SUCCESSFUL ADVERTISING PROGRAM *CONCEIVED & COMPLETED BETWEEN TODAY & DEC. 31?*

Yes, indeed! The Wall Street Journal gives you more of everything—including time to act!

Try this on an advertiser: "Our agency has a program whereby you would have a 13th month in 1961 to meet and beat last year's sales record. We can be in action swiftly . . . and you'll be feeling the results and filling orders before you have to close this year's books."

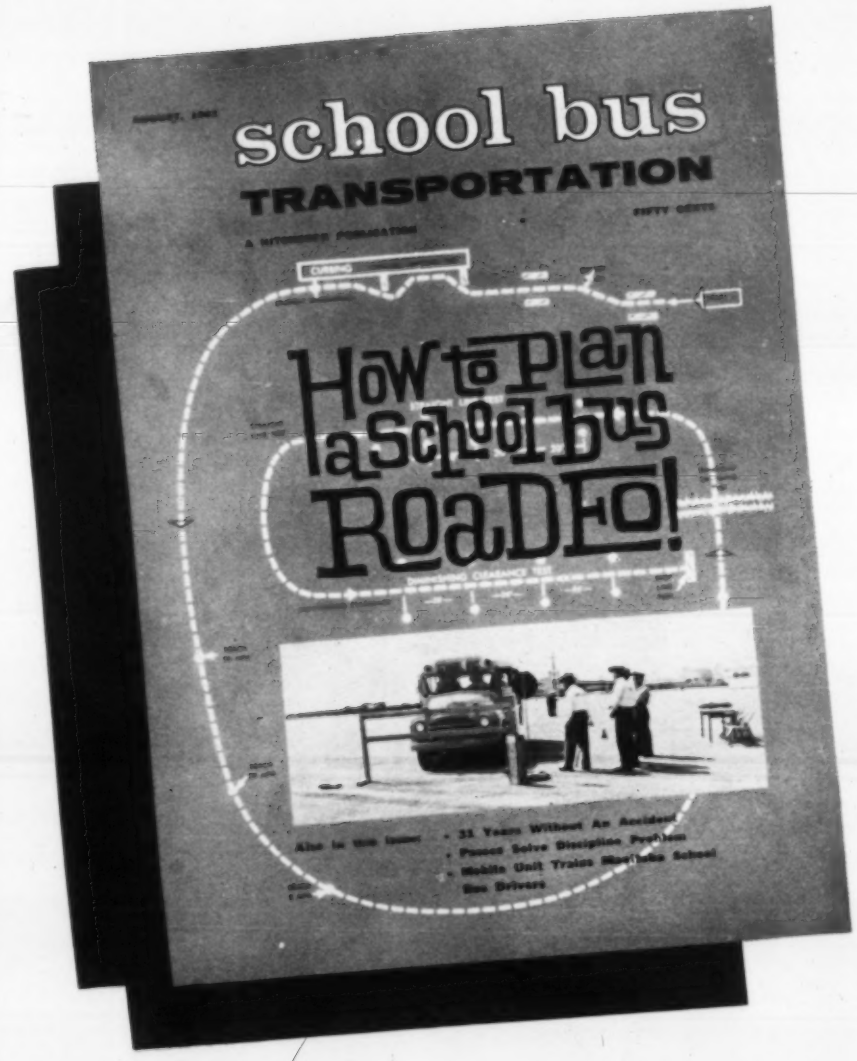
When he asks how and why, tell him: "We'll jet this program through in The Wall Street Journal. It's a daily—the *only* national business daily. Short closing dates. Simple, inexpensive black-and-white production materials. We'll be getting leads from interested prospects before we'd even see insert proofs from other, slower national media."

■ Then, for background: Circulation at over 750,000. 4-Edition regional flexibility (you pick and choose at no premium cost.) The cream of the management market. Ideal for business products and services . . . and for quality personal products as well. A cost-per-1,000 that's been going down steadily—down 13.4% since 1950.

■ How about it? Just pick your toughest advertiser and see how he responds to an idea for making more sales now . . . *right* now.

THE WALL STREET JOURNAL—Published at: New York, Washington, D. C., and Chicopee Falls, Mass.; Chicago and Cleveland; Dallas; San Francisco.

Modern transportation *for modern education*

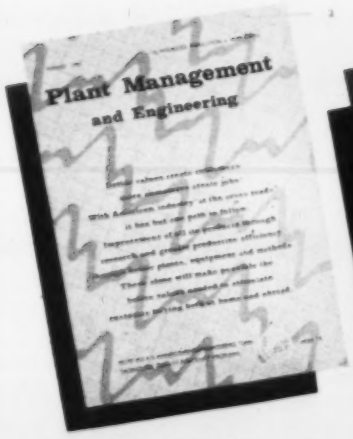


The building of our new federal highway system is creating many new kinds of markets—and many new industrial developments. Also created is new suburban living for many families. The big yellow school bus is responsible for revolutionizing the American school system by making possible bigger and better consolidated schools.

During the next ten years due to the great increase in our school-age population the school bus will play an even greater role in the development of our expanding educational system.

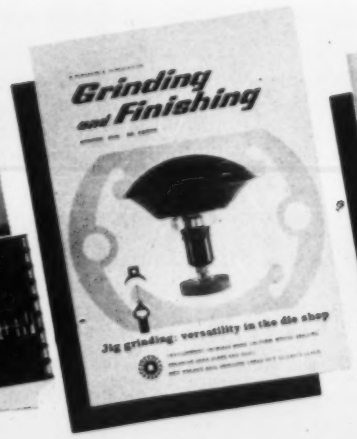
SCHOOL BUS TRANSPORTATION with a circulation of 22,000 is published to give our readers who are responsible for "modern transportation for modern education" all the authoritative and helpful information required in all phases of school bus operation — equipment, scheduling, maintenance, driver training, safety and legislation.

SCHOOL BUS TRANSPORTATION is the only magazine that exclusively serves the school bus market.

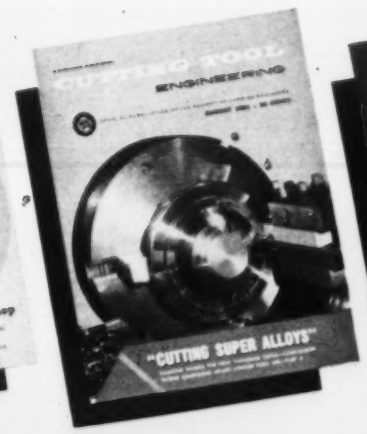


PLANT MANAGEMENT and ENGINEERING
"For the men in industry who plan for tomorrow."
Published since 1950 — Circulation 50,100

MACHINE and TOOL BLUE BOOK
HITCHCOCK'S MACHINE and TOOL DIRECTORY
"For the men of action in metalworking."
Published since 1906 — Circulation 60,260
Circulation (Directory) 30,000



GRINDING and FINISHING
"For better production and finishing with abrasives."
Published since 1955 — Circulation 32,000



CUTTING TOOL ENGINEERING
"For better production, quality and cost."
Published since 1955 — Circulation 28,000

ASSEMBLY & FASTENER ENGINEERING
HITCHCOCK'S ASSEMBLY & FASTENER DIRECTORY
"Better design and engineering for assembly."
Published since 1958 — Circulation 31,000
Circulation (Directory) 23,000

HITCHCOCK'S SERVICE
Marketing • Research • Merchandising • Promotion
HITCHCOCK DIVISIONS: TECHNICAL BOOKS

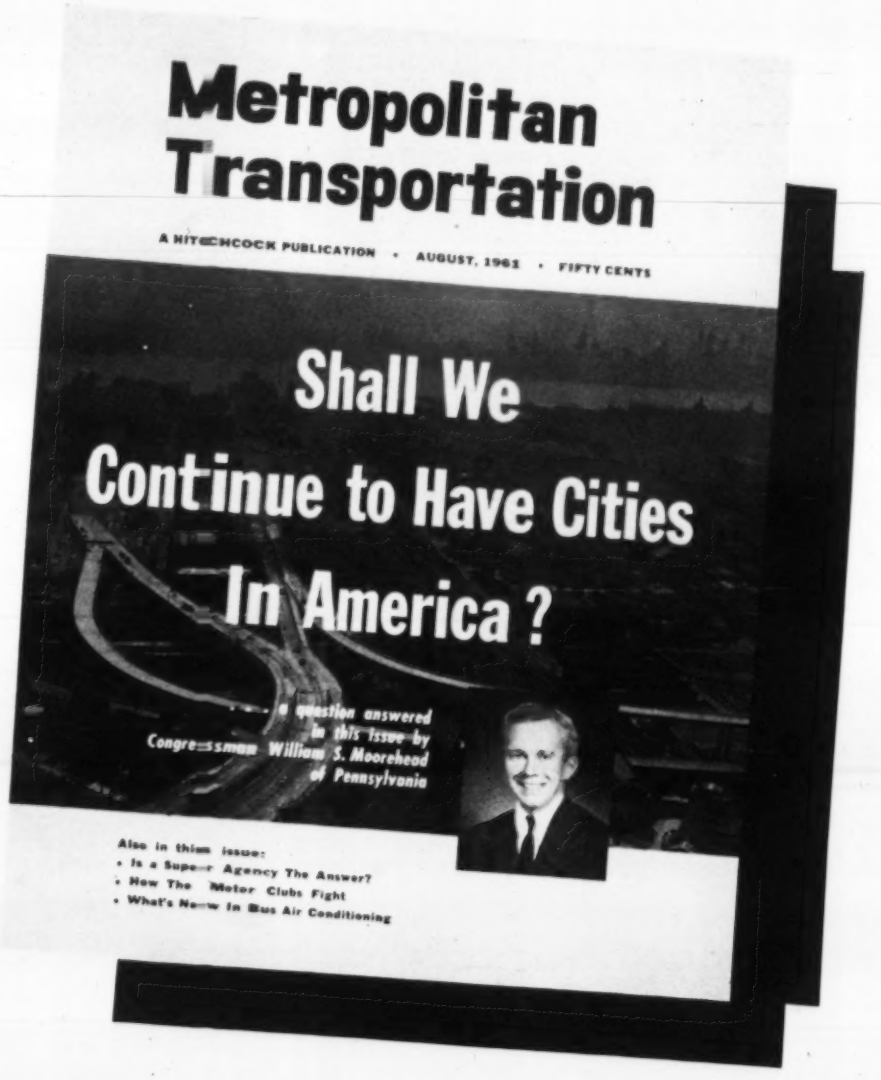
Modern coordinated transportation *for modern American cities*

The planning and rebuilding of America's cities and their transportation systems is one of the most needed projects on the drawing boards all over America.

The need for co-ordinated mass transportation and some new methods of rapid transit is increasingly urgent—

- By 1970 the United States will have a population of over 200,000,000.
- By 2000 A.D. great supermetropolises or "megapolises" will have formed.

In addition to providing practical features for the operators of passenger transportation systems, METROPOLITAN TRANSPORTATION with a circulation of 12,000 provides the stimulus, the leadership and the vision required by persons responsible for the planning and operation of metropolitan area transportation to work for the future of "modern coordinated transportation for modern American cities."


Metropolitan Transportation
A HITCHCOCK PUBLICATION • AUGUST, 1963 • FIFTY CENTS
Shall We Continue to Have Cities In America?
... a question answered in this issue by Congressman William S. Moorehead of Pennsylvania
Also in this issue:
• Is a Super Agency The Answer?
• How The Motor Clubs Fight
• What's New In Bus Air Conditioning

HITCHCOCK PUBLISHING COMPANY
HITCHCOCK BUILDING • WHEATON, ILLINOIS
Publishers of Business Magazines and Directories Since 1898
BOSTON, NEW YORK, CLEVELAND, CINCINNATI, DETROIT, CHICAGO, LOS ANGELES, SAN FRANCISCO

HITCHCOCK'S WOOD WORKING DIGEST
HITCHCOCK'S WOOD WORKING DIRECTORY
"For the management men in woodworking."
Published since 1898 — Circulation 20,100
Circulation (Directory) 15,000

METROPOLITAN TRANSPORTATION
"Coordinated transportation for modern American cities."
Published since 1904
Circulation 12,000

SCHOOL BUS TRANSPORTATION
"Modern transportation for modern education."
Published since 1956
Circulation 22,000

DEPARTMENTS
Reader Service • Direct Mail
SPONSORED MAGAZINES • INTERNATIONAL

Marketing Department
HITCHCOCK PUBLISHING COMPANY
Hitchcock Building • Wheaton, Illinois

Please send complete information on the following Hitchcock magazines, directories and their markets.

- ☐ Assembly & Fastener Engineering
- ☐ Machine and Tool Blue Book
- ☐ Hitchcock's Wood Working Digest
- ☐ Metropolitan Transportation
- ☐ School Bus Transportation
- ☐ Hitchcock's Assembly & Fastener Directory
- ☐ Hitchcock's Machine and Tool Directory
- ☐ Hitchcock's Wood Working Directory
- ☐ Cutting Tool Engineering
- ☐ Grinding and Finishing
- ☐ Plant Management & Engineering

*Company*_____

*Street*_____

*City*_____ *Zone*_____ *State*_____

*Name*_____

*Title*_____

Allis-Chalmers Boosts Two

Allis-Chalmers Mfg. Co., Milwaukee, has appointed C. R. Braun, formerly manager of the nuclear power department, manager of marketing of its atomic energy division. At the same time, C. B. Graham, formerly chief engineer of the nuclear power department, has been named to succeed Mr. Braun as manager of the department.

TESTED AND APPROVED
CONSUMERS INSTITUTE
non-profit
WASH. 1, D.C.

To qualify to display. Write
29H St. NW Wash. 1, D.C.

Adman in the News . . . Bernard S. Fixler

NEW YORK, Oct. 17—Education is one of the chief interests of Bernard S. Fixler, newly-elected chairman of the Direct Mail Advertising Assn., and he expects to find many education problems in his new job (AA, Oct. 16).

Bernard S. Fixler

Mr. Fixler, a trustee of Long Island's Hofstra College, views his task as one of explaining direct mail's value to the public, and telling what it can do for the user. He thinks congressmen in Washington, for example, don't have "a real picture" of the industry. "When people understand what this is all about, it does have an effect," he said.

Ultimately, Mr. Fixler believes, any attempt to "undermine" direct mail, such as the current "hatchet job" being done on the medium by newspapers, is bound to fail, because "it's the user who's going to decide it can do a job for him." And Mr. Fixler plans to get across direct mail's value to the user by doing "everything we can to publicize and promote and explain" the industry.

One of his goals will be to work for a "stabilized" postal situation. "It's not good for the industry to have uncertainties over what's going to happen next," he said.

■ Mr. Fixler thinks the Post Office Department's nationwide improved mail service, in which mailers spread out the flow of mail during the day, is a good way to cut costs and increase efficiency.

The new DMAA chairman is head of Creative Mailing Service, Freeport, N.Y., which provides mailing lists for business and financial publications. He started the business "on a very small scale" after he got out of service in 1946.

Mr. Fixler gained his background in DMAA through a hitch as treasurer, a position he holds until assuming his new duties. When he takes over, he wants to make a "renewed effort" to evaluate DMAA member services to find out what kinds of information members need most.

Mr. Fixler concedes that it might be "appropriate" if the query took the form of a direct mail survey. #

NFAA Elects Two Members

National Federation of Advertising Agencies has elected two new members: Robert K. Butcher & Associates, Shreveport, La., and Baisch Advertising Agency, Cleveland. The group now has 33 members.

Rowland Joins Fitzsimmons

Royal Rowland, formerly with William Douglas McAdams Inc., has joined Donald F. Fitzsimmons Inc., New York, as production manager.

ROAD SIGNS—*Chrysler-Plymouth division launched a series of magazine ads Oct. 16 pushing Valiant's "economy, performance and durability" in road signs such as the one above. Five ads will run. N. W. Ayer & Son is the agency.*

Radio Free Europe Push Opens

Due to the Berlin crisis, the Advertising Council opened its Radio Free Europe fund campaign on Oct. 15, three months ahead of schedule. The fund drive, using magazines, newspapers, tv, radio and transit advertising, will continue through January. Ted Bates & Co., New York, is serving as volunteer agency for the fifth year.

'Prairie Farmer' Boosts Rates

Prairie Farmer will raise its advertising rates, effective Jan. 1, 1962. The agate line rate will increase from $3.60 to $3.80, and the one-time b&w page rate will be boosted from $2,620 to $2,766. The magazine said the higher rates were adopted because of "continued advances in publishing costs and postage rate increases."

Welex Promotes Porter

Weldon Porter has been appointed Dallas area sales manager of Welex, division of Haliburton Co., succeeding George Harcourt, who has been shifted to the Houston division sales office to assume direction of the company's new customer program. Mr. Porter continues as chief engineer for completion services.

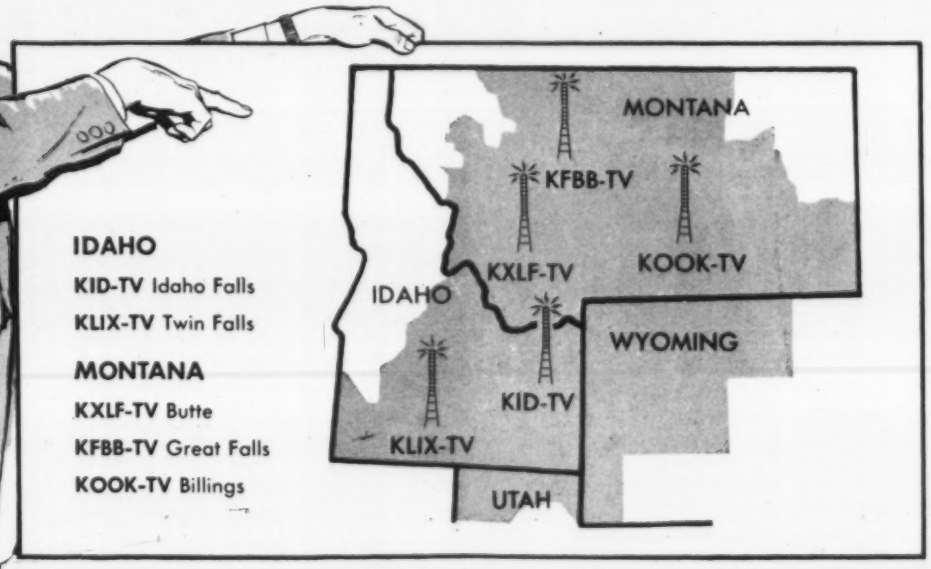
BIGGER than DENVER

One Buy Delivers

IDAHO-MONTANA

plus 11 counties in Wyoming
at lower cost per thousand

SKYLINE TV NETWORK delivers 27,500 **more** TV homes than the highest rated station in Denver — at 29% **lower** cost per 1,000. SKYLINE delivers 92,300* nighttime homes every quarter-hour Sunday through Saturday. Non-competitive coverage. One contract — one billing — one clearance. Over 254,480 unduplicated sets in 5 key markets. Interconnected with CBS-TV and ABC-TV.



IDAHO
KID-TV Idaho Falls
KLIX-TV Twin Falls

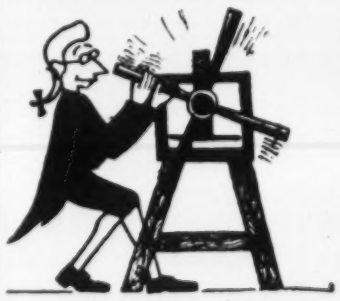
MONTANA
KXLF-TV Butte
KFBB-TV Great Falls
KOOK-TV Billings

*ARB average March, 1961

Skyline TV NETWORK

P. O. Box 2191 Idaho Falls, Idaho
Call Mel Wright, phone JAckson 3-4567
TWX No. IF 165
Or your nearest Hollingbery office
or Art Moore in the Northwest

WANT CONCENTRATION?



USE THE PRESS!

With more A.B.C. circulation than all other Dailies and Weeklies in the area combined, the Press coverage in Southern New Jersey's Tri-County market of Atlantic, Cape May and Cumberland is all you need—Concentrated and Complete.

Atlantic City Press
Southern New Jersey's "Good Morning" Newspaper
ROLLAND L. ADAMS, President
Scolaro, Meeker & Scott, National Representatives

Why we don't go to auctions any more

Somewhere, there's an auctioneer who'd like to stick us with the worst item in his catalog. And all because we turned down his bid for a Business Week subscription.

Sir, will it make you feel better to know that you are not alone? Last year, Business Week rejected 13,133 subscription requests.

Why? Because they were all from people outside the sphere of *management*—and Business Week subscriptions are solicited from management men *only*. We don't feel others can really *use* the comprehensive business coverage our magazine offers.

With this policy, our editors know *exactly* who they're writing for (management men). And our advertisers know *exactly* who they're reaching (management men). That's why Business Week is such a fine market place for advertisers with certain goals (money).

We hope this explanation has soothed our auctioneer friend. Honest, we were only scratching our nose.

You advertise in Business Week when you want to influence management men.

BUSINESS WEEK, A McGraw-Hill Magazine

Colorado Growi

The Voice of the Rocky Mountain Empire

★ THE DENVER POST HOME EDITION

Denver, Colo.—Climate Capital of the World

10 Cents, 72 Pages

Vol. 70, No. 65

Denver Area Due For Huge Growth

A new study, rated the most comprehensive to date of the growth of the Denver Metropolitan Area was presented to the Inter-County Regional Planning Commission Tuesday.

The study, The Metro Growth Plan, is a 62-page report of two years' work by the commission's professional staff headed by George Nez, executive director.

The Metro Growth Plan projects a detailed study of the past and present into the future of the four-county region and forecasts tomorrow's growth.

The many maps and charts may contain some surprises for developers and homebuilders.

The need for new housing will see pasture acres subdivided into homesites during the next 40 years as the region's population swells from less than one million now to nearly 2.5 million by the year 2000.

To accommodate that growth, land use will more than double, from the 260.4 square miles in 1960 to 685.9 square miles in 2000.

The commission's planners predict many new communities will ring the metropolitan area. For example:

Ralston, west of Arvada in Jefferson County, has 1,000 population now on less than one square mile. It probably will become a community of 75,000 persons on 15 square miles in 40 years.

East Lake, beween Thornton and Brighton in Adams County, will grow from a wide spot in the road now to a community of 80,000 persons.

Parker, in Douglas County, will have 15,000 residents by 2000.

Castle Rock, the Douglas County seat, will grow from its present 1,000 population to 20,000.

Kassler on the Douglas-Jefferson County line, will grow from less than 1,000 population now to a community of 40,000 in 40 years.

Morrison, in Jefferson County, will see a 20-fold population increase from the present 500 to nearly 10,000.

HERE'S HOW DENVER'S NEW SKYSCRAPER V

Workers in State Up 15,000 Over '60

Colorado's nonagricultural employment totaled 539,400 last month—3,700 above July's level and 15,000 ahead of August 1960—the U.S. Department of Labor reported.

The report revealed substantial gains in employment by government agencies, the manufacturing industry and service trades over August a year ago.

The federal government had 37,900 employes and state and local governmental bodies employed another 73,200 in August for a total of 111,100.

A year ago 105,800 were working for various governments in Colorado, including 36,300 for the federal government and 69,500 for state and local.

The report showed manufacturing employment of 94,300 in August, 1,400 higher than in July and 4,100 above August, 1960. Of the total, 19,300 were employed in food and kindred product manufacturing, an increase of 1,100 over July, as fruit and vegetable processing neared a seasonal peak.

Employment in service and miscellaneous industries, which includes workers in hotels and motels, laundries and cleaning plants and a host of other service businesses, totaled 83,100 in August, the report showed. This was 800 more than in July and 3,000 more than in August, 1960.

The department also reported a gain in nonagricultural employment in the five-county Denver metropolitan area.

Employment totaled 346,000 during August, compared with 344,700 the previous month and 335,800 in August, 1960, the report showed.

Millionth '61 Lamb Marketed

The millionth lamb of the year moved through the auction ring at Denver Union Stock Yards Friday.

Lamb No. 1,000,000 of 1961 was in a band of 800 sheep owned by Mrs. Verva Bowen of Rifle, Colo., who was honored with a trophy by stockyards officials. The millionth lamb was sold [illegible] Producers Livestock

Denver Tallies Rebuilding Rate Of 335.8 Pct.

Denver is rebuilding at an incredible rate, according to a poll of 16 cities across the nation conducted by the magazine Architectural Forum.

Forum found Denver had a 335.8 pct. gain in "rebuilding" permits issued for the first six months of this year compared with a like period in 1960. The average increase for the 16 cities was 9.4 pct. Closest to Denver was Pittsburgh, Pa., with a gain of 80.4 pct.

Forum's tabulation showed Denver issued permits for $3,524,000 worth of residential reconstruction and $9,588,000 in non-residential work, for a total of $13,112,000.

Walter Krstch, city building inspector, said the 335.8 pct. increase over 1960 came from improved enforcement of housing codes, urban renewal rehabilitation projects and the general upsurge in local construction this year.

Water

30-STORY PLA

Securi Set to

Final architectur of Jan. 2 for start o Saturday by Security Mid-American Buildi scraper they will bui in downtown Denver

At the same tim Visitors Bureau disc Building, valued at than $140 million th town construction v line since 1950.

William E. Davis, manager for Mid-Ameri said the firm had hope demolition work at or the City Council action day night cleared the the skyscraper.

But he said it will sible to move all ten buildings which will b clear the way for th building until late in

Davis was manag Mile High Center w owned by Webb & He has offices in th

ing Fast

WILL FIT IN SKYLINE

N

ity Life Build

plans and a tentative date construction were announced Life & Accident Co. and the Corp. for the 30-story sky- at 16th St. and Glenarm Pl.

a compilation by the Colo ed that the new Secu 2 million, will b amount spent c ch has chang

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pos- from ed to story nber. the was Inc. Na- here

MULTI

Co Go Fu

By BERT HANNA
Denver Post Staff Writer

Man-made works on the great, romantic Colorado River and its tributaries are moving ahead at an accelerated pace.

Day by day, the Colorado is being harnessed in the upper canyon regions to be put to bene- for new supplies of

mated a tion of the dam a This project, too, is well a of schedule.

A third major dam of those initially authorized—the Navajo in northern New Mexico — now nears 90 pct. completion, with a total of 21,400,000 cubic yards th fill embankment in

Population Up 32% in Decade

BOULDER, Colo. — A statistical report by the bureau of business research at the University of Colorado shows that Colorado's population increased nearly 14 pct. more than the nation's as a whole during the 1950-60 decade.

Colorado's population jumped 32.4 pct. during the period—a gain of 428,858 persons.

The national average gain during the same 10 years was 18.5 pct., the bureau reports in its just-issued "BBR Basic Date Report."

Colorado's previous peak growth decade, the bureau said, was 1900-10, when the state gained 259,324 persons.

The report showed that in the 1950s, Colorado grew at a greater percentage rate than four other Western states—Hawaii, Texas, Washington and Oregon.

Denver Boom

The big jump in population in the last decade came in the Denver metropolitan area. But several nonmetropolitan counties showed gains also. Among them were Chaffee, Dolores, Douglas, Eagle, Fremont, Garfield, Lake, La Plata, Logan, Moffat, Montezuma, Montrose, Morgan, Pitkin, Rio Blanco, San Miguel and Summit.

The report contrasts the metropolitan areas of 1910 with those of a half century later. Among the largest cities in Colorado in 1910 were Leadville, Cripple Creek, Victor, Canon City and Salida. Today they have been replaced by Aurora, Englewood, Greeley, Fort Collins and Arvada.

Business Tool

Bureau Director L. J. Crampon said the new compilation of statistics should be useful to business and industry.

"They picture what is happening, reflect the opening of new markets, illustrate results of changes in employment and directly relate to business activity," he said.

"The fact i

Apartment Complex Going Up

By WILLARD HASELBUSH
Denver Post Business Editor

A $3.1 million five-building apartment complex—largest of its kind in Denver's history — is under construction at Buchtel Blvd. and S. Vine St.

The 4.8-acre site is located just north of the University of Denver stadium near the intersection of S. University Blvd. and the Valley Highway.

Included in the complex, in addition to the 260 apartments in five buildings, will be two club buildings and two swimming pools.

The first 50-unit building at 2105 Buchtel Blvd., on which construction now is 90 pct. completed, will be ready for occupancy Nov. 15.

A similar building at 2155 Buchtel Blvd. will be ready Dec. 15, and the three remaining apartment units will be built during 1962.

The five Buchtel Groves apartment buildings each will be 3½ stories high. Each apartment unit will have a private balcony — first medium-rental apartments in the metropolitan area with this luxury feature.

Equipment for central air conditioning, heating and swimming pools will be housed in the basements of the two clubhouse buildings.

Drapes Lined

will be

sell the

GROWTH MARKET

of the West

through

one of America's

great newspapers

All stories in this advertisement are reproductions of news items which appeared in regular issues of THE DENVER POST.

CIRCULATION

Daily	265,980
Sunday	348,937
Empire Magazine and Comics	367,168

A. B. C. Publisher's Statement March 31, 1961

few papers anywhere cover their home city and trade area as effectively as the Denver Post

Editor and Publisher: PALMER HOYT
Represented Nationally by:
MOLONEY, REGAN & SCHMITT, INC.

Dillon Agnew Changes Name

Dillon, Agnew & Marton is the new name for Dillon Agnew Associates, New York, direct mail consulting and production company. The change reflects the inclusion in the corporation's name of Howard M. Marton, who joined in 1958.

Kastor Hilton Elects Haag

Robert Haag, exec vp of Kastor, Hilton, Chesley, Clifford & Atherton, New York, has been elected to the board of directors.

INPAK SYSTEMS, INC.
Consultants to Management on Packaging
441 Lexington Ave. New York 17, N. Y.
DESCRIPTIVE BOOKLET ON REQUEST

W. GLENN HICKS
THE POST SIGN CO. INC.
OUTDOOR ADVERTISING
KNOXVILLE, TENNESSEE
One of the 10 best cities for over-all business selected by Rand-McNally

Police Selves or FCC Will, Texas Broadcasters Warned

DALLAS, Oct. 17—Mincing no words, Robert T. Bartley, a 9-year member of the Federal Communications Commission, warned the Texas Assn. of Broadcasters at their fall meeting last week that the Federal Communications Commission is only human; if the broadcasting industry doesn't regulate itself, the FCC will have to do the job for it.

He said the reason the FCC has recently laid down stricter rules for television and radio stations and tightened controls is because that is what the American people want.

It started, he said, with the quiz show and payola scandals of the mid and late-1950's.

"The people did a lot of talking and congressmen did a lot of listening," Commissioner Bartley said. "And then when congressmen talked, the FCC listened."

He reassured the 175 delegates to the meeting, however, that the federal agency would "exercise restraint" in its new program of increased watchfulness. He reminded broadcasters they occupy a position of great responsibility.

■ "In no other field of endeavor is there such an opportunity to render a public service," he said. "Those who exercise it have our good will. Those very few who do not recognize this bring on the entire industry the criticism of the public.

"Unless you can regulate yourselves and make the bad boys behave, somebody is going to have to step into the picture. The FCC will exercise a great deal of restraint—but also a great deal of strength when needed."

The board of directors of the TAB went on record officially against the advertising of any hard liquor products on radio or television.

"We hereby officially place the Texas Association of Broadcasters on record as being opposed to the acceptance or use of any hard liquor advertising on radio or television," the resolution read. "We do not believe that such advertising is in the public interest, and we request that all broadcasters in Texas refrain from accepting such advertising contracts. We also ask our fellow broadcasters in other states to consider taking similar action."

■ The TAB wound up its two-day meeting with the election of Gene Hendryx, owner, KVLF, Alpine, as president. Other officers are vice-president Jack Roth, KONO, San Antonio; secretary-treasurer, Wendell Mayes Jr., KCRS, Midland.

The annual Pitluk Trophy award for outstanding community service was presented to KWED, Seguin. The trophy is sponsored by the Pitluk Advertising Agency of San Antonio. The TAB also presented awards in seven categories to 23 stations. #

NEW DESIGN—*Kendall Co.'s Bauer & Black division is using ⅔ pages and pages in October and November baby magazines to promote its new Curity plastic nurser. Leo Burnett is the agency—until Jan. 1, when Tatham-Laird will take over the account (AA, Sept. 25).*

Daisy Invites Agencies

Daisy Mfg. Co., Rogers, Ark., manufacturer of toy guns and air rifles, has sent questionnaires to a number of agencies, inviting them to solicit its account. L. W. Ramsey Co., Chicago, has had the Daisy account for 25 years.

Hagerty Joins 'Redbook'

John J. Hagerty, formerly with *Family Weekly*, has joined the New York advertising sales staff of *Redbook*.

FOR GREATER ADVERTISING IMPACT...

3 SEPARATE PUBLICATIONS
each with specific
LOCALIZED EDITING!

Effective with the 50th Anniversary of The Farmer-Stockman, this popular publication has become *three* separate farm magazines, serving *three* great farming and stockraising states;

- The Kansas FARMER-STOCKMAN
- The Oklahoma FARMER-STOCKMAN
- The Texas FARMER-STOCKMAN

During the past 50 years, The Farmer-Stockman has helped many advertisers improve their position in Oklahoma and Texas. It will continue to do so. And now, we can serve you equally as well in Kansas!

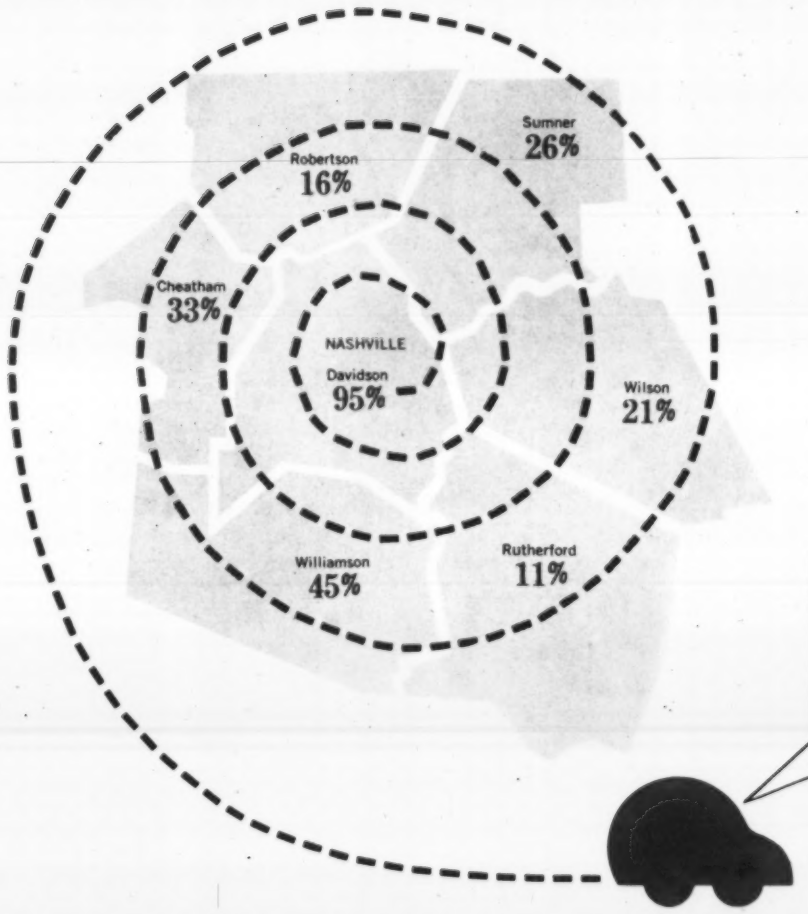
Commercial Advertisers may use these three publications individually or all of them at a lower combination rate.

For space reservations or additional data—write, wire or phone your nearest Farmer-Stockman office.

The Farmer-Stockman
OKLAHOMA CITY • DALLAS
J. H. Hunter, Advertising Director

SALES OFFICES:
CHICAGO 11, SUperior 7-6145, 400 N. Michigan Avenue, Lee Hamline, Mgr.
NEW YORK 17, MUrray Hill 4-3340, 420 Lexington Avenue, Joe Paulsen, Mgr.
OKLAHOMA CITY 1, CEntral 2-3311, 500 N. Broadway, Bill Pullen, Mgr.
DALLAS 5, LAkeside 1-3121, 4321 N. Central Expressway, Alex McCommas, Jr., Mgr.
ABC STATE FARM PAPERS APA

WHAT'S THE LARGEST MARKET BETWEEN SPOKANE AND MINNEAPOLIS?
The 21 counties in N. Dakota and western Minnesota where over 3 out of 5 families read
THE FARGO FORUM



"This is typical of the pre-measured coverage patterns you can now use in media comparisons. In Nashville, Tennessee, a G.O.A. 100-showing delivers 95% reach of automobile owning households in Davidson County plus specific, measured bonus coverage in surrounding counties."

G.O.A.'s New Reach and Frequency Figures Let You Accurately Compare Outdoor with Other Media!

For the first time, G.O.A. gives you the kind of outdoor measurement figures that can be compared dollar-for-dollar with newspapers, magazines, radio and TV plans. ● Now you can forecast the reach and frequency of any General Outdoor showing—by market as well as by city—in all marketing areas served by G.O.A. ● And look what these figures show! Most G.O.A. poster showings average 94% reach to all automobile owning households in a month. And with an average frequency of 21 exposures! ● And Outdoor still gives you far-and-away the lowest cost-per-thousand!

These are new facts that will give your media planning new accuracy and depth. Get this fresh, meaningful evaluation of outdoor advertising in the markets you want to cover. Call us today!

General Outdoor Advertising Co.

515 South Loomis Street, Chicago 7, Illinois

EVALUATE MAR
PENETRATION
WHERE IT COUN
AND

YOU'LL

DECIDE THIS

METALWORKIN
MOST POWERF
SELLING TOOL

KET

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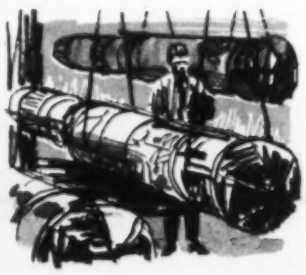


IS G'S UL

There are 21 basic manufacturing industries in the U.S. Government's Standard Industrial Classifications. Eight of them make up metalworking—the manufacturing of products from metal—and American Machinist/Metalworking Manufacturing concentrates its circulation (all ABC paid, incidentally) in these eight. An executive responsible for mining, ore-producing, or refining operations—or in any industry not involving metal*working*—is almost automatically excluded as a potential reader by his lack of vital interest in the subjects covered editorially by AM/MM.

AM/MM's circulation is centered in key metalworking plants in key metalworking states and is growing steadily in all eight divisions of metalworking.

Because AM/MM is read by men—manufacturing managers, manufacturing engineers and plant managers—whose sole business is making things of metal (and making them more efficiently, less expensively, more profitably), we think you'll agree it is metalworking's most powerful selling tool.

For up-to-date facts and figures on metalworking, ask your AM/MM *district manager for a copy of the Market Guide for Sales Executives.*

In metalworking—men who matter read...

American Machinist / ***Metalworking Manufacturing***

A McGraw-Hill Publication, 330 West 42nd Street, New York 36, N. Y.

ABP

ABC

Crosbie Dole Rink Laird Edwards Canaday Siebert Gunn Scott Marsteller Nelson

CENTRAL REGION MEET—*Midwest agency men gathered for the Central region meeting of the American Assn. of Advertising Agencies in Chicago included John Crosbie, J. Walter Thompson Co.; David Dole, Leo Burnett Co.; George Rink, Earle Ludgin & Co.; Kenneth Laird, Tatham-Laird; W. C. Edwards, D'Arcy Advertising; Sylvia Canaday, Foote, Cone & Belding; Stuart Siebert, Kenyon & Eckhardt; Buckingham Gunn, Clinton E. Frank Inc.; Larry Scott, Hill, Rogers, Mason & Scott; William Marsteller, Marsteller, Rickard, Gebhardt & Reed; and Louis J. Nelson, Wade Advertising. The meeting was held last week (AA, Oct. 16).*

Goodman Names Ross

Shirley Ross, formerly assistant media buyer of Doyle Dane Bernbach Inc., Los Angeles, has joined the Goodman Organization, Los Angeles, in a similar capacity.

Kelly Joins CBS Radio

John J. Kelly, formerly director of client relations for CBS Television Stations National Sales, has been named an account executive with CBS Radio, New York.

Pan Am Combines Divisions as Pocock Moves to JWT

NEW YORK, Oct. 17—Pan American World Airways has consolidated its overseas advertising division with the U.S. (or system) division, following the recent departure of William G. Pocock, overseas ad manager.

Mr. Pocock, who had been with Pan Am 11 years, has joined the company's agency, J. Walter Thompson Co., where he is a representative on the Pan Am account.

Murray Barnes, director of advertising, continues to head the airline's advertising. John W. Mifflin, formerly assistant ad manager in the overseas division, now takes the title of manager, media advertising, and reports to Mr. Barnes.

The Clipper Cargo (U.S. and Canada) portion of the account remains with Kudner Agency. ≡

Best Foods Reassigns Two

Robert H. Braun and Robert A. Dobbin have been given new assignments in the Best Foods division of Corn Products Co., New York. Mr. Dobbin, formerly product manager of Hellmann's and Best Foods mayonnaise, has been named advertising manager. Mr. Braun, formerly advertising manager, has been named Skippy peanut butter product manager and assistant to the marketing vp.

PNPA Elects McCracken

Robert I. McCracken, vp-treasurer and general manager of the *Norristown Times-Herald*, has been elected president of the Pennsylvania Newspaper Publishers' Assn., Harrisburg, for 1962. Also elected were Tom T. Andrews Jr., publisher of the *New Bethlehem Leader-Vindicator*, vp, and Richard A. Swank, publisher of the *Duncannon Record*, secretary-treasurer.

Wise to Crowell-Collier

Philip J. Wise, formerly an assistant account executive at Kastor, Hilton, Chesley, Clifford & Atherton, has joined Crowell-Collier Publishing Co., New York, as assistant to the director of marketing.

Sparks fly as molten iron is charged into a Geneva Works open-hearth furnace

STRONG BREW Basic wealth is served up in two-million-ton portions annually at U. S. Steel's Geneva Works, 40 miles from Salt Lake City. Back of it in the hills of Utah are huge deposits of iron ore, coking coal and limestone, along with 37 other basic minerals and raw chemicals used by other industries here. Together they employ thousands of workers who account for a good share of the $2 billion annual retail sales in the Salt Lake Market. That's why we say, take Salt Lake. It is a market of 1½ million persons, served and sold by **The Salt Lake Tribune-Deseret News and Telegram.**

Represented nationally by MOLONEY, REGAN & SCHMITT, Metro Comics Network

Attention Admen!

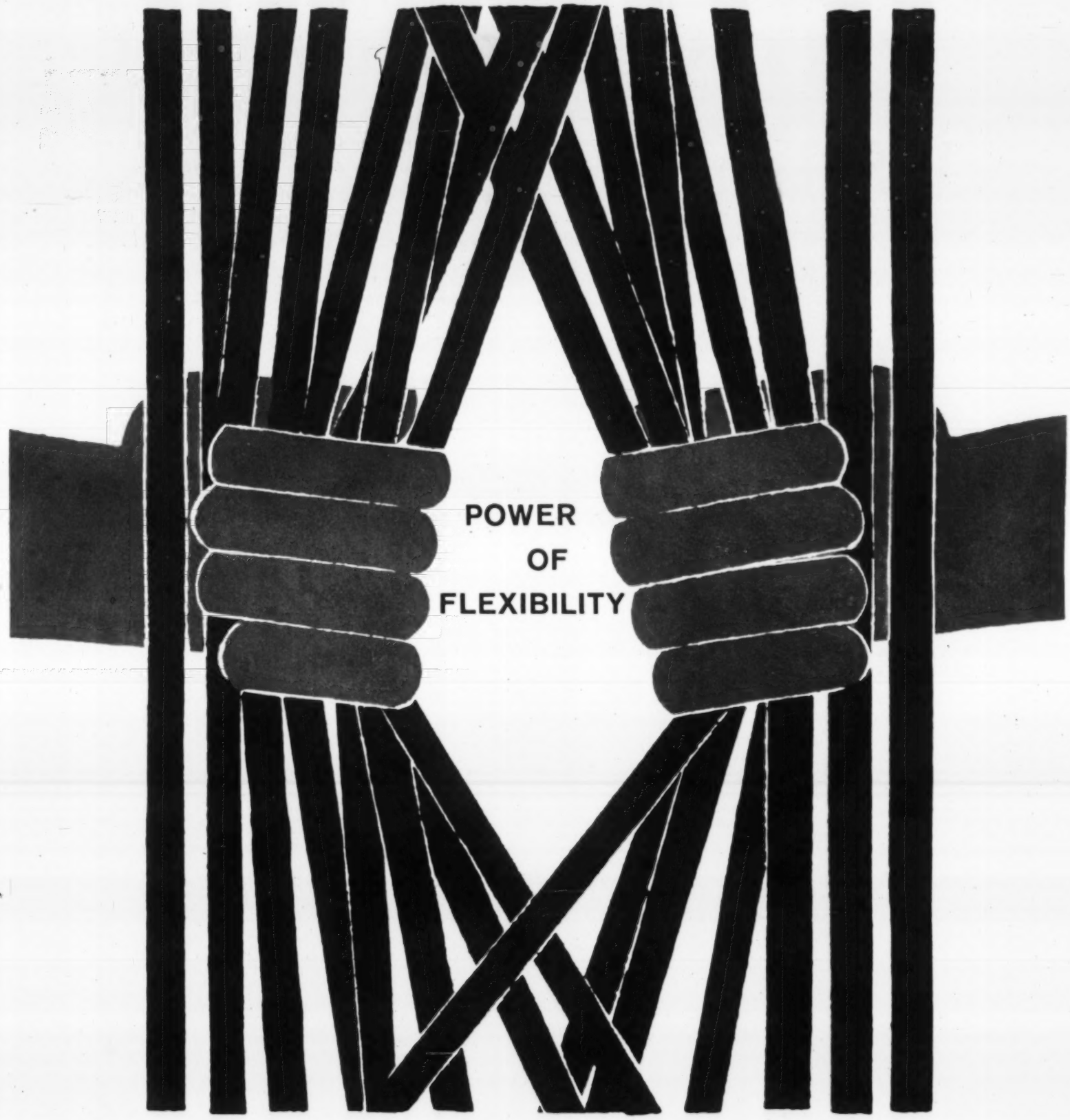
fit type IN SECONDS!

Tens of thousands of artists, admen, printers, editors, students *swear by* the Haberule Visual Copy-Caster . . . world's fastest, simplest, most accurate copy-fitting tool. Only $10 at art supply stores or direct.

Money-back guarantee!

HABERULE

Box AA 245, Wilton, Conn.



Keep your Detroit advertising program flexible with The News. In this metropolitan market of 1,080,000 families, The News delivers a mass market audience—with 64% home coverage weekdays and 71% Sunday.* And, because The News penetrates all income levels, you reach each specific buying group in depth. Black and white, or color—whatever your budget—The News delivers your advertising at the lowest milline rate of any newspaper in the nation's top five markets. You get better results and lower costs. To sell Detroit effectively and economically, just buy The News.

*Sixth Quinquennial Survey of the Detroit Market, 1961

The Detroit News

New York Office: Suite 1237, 60 E. 42nd St. · **Chicago Office:** 435 N. Michigan Ave., Tribune Tower · **Pacific Office:** 785 Market St., San Francisco · **Miami Beach:** The Leonard Co., 311 Lincoln Road

How McGraw-Hill Circulation Policies Benefit Advertisers

Advertisers and their agencies are constantly seeking more and more evidence on which to base media decisions. This is a healthy attitude which we heartily encourage.

One subject we are frequently queried about is circulation. Consequently I am using this method of answering some questions that have been asked by advertisers and agencies.

I believe it is helpful for us to restate publicly and re-emphasize why we believe McGraw-Hill's circulation philosophy is best for our subscribers, and, therefore, for advertisers.

Wilson L. Bond

PRESIDENT, PUBLICATIONS DIVISION

1.

Why does McGraw-Hill believe so strongly in paid circulation?

Fundamentally, because payment for a product represents the normal and natural way of doing business. Advertisers sell their product. Agencies sell their services. Daily newspapers and general magazines of this country are sold to subscribers or newsstand buyers. We're no different from these advertisers, agencies or other media. We simply share and believe in the cardinal rule: "If something has value it can be sold."

2.

Does paid circulation guarantee readership?

No. Payment for a subscription, however, certainly indicates an *intent* to read. The subscriber expresses this *intent* in the simplest and most universally recognized form—money. Having expressed it, he retains full freedom of choice. If he doesn't read the publication, he obviously won't continue to pay for it. In fact, we offer to refund the unexpired portion of his subscription if he should be dissatisfied with the publication's contents.

Further evidence of the reading impact offered by a paid circulation publication is contained in recent Laboratory of Advertising Performance studies, 1195.2 and 1051 (available upon request).

3.

Can paid circulation really provide "100% market coverage"?

No, especially if you interpret coverage as readership, not just receivership. We all recognize that there are in every field a number of people who do not and will not read any publication. No publication can compel them to change their nonreading habit. This we know from sad experience.

There is another group of people who can be reached only by McGraw-Hill's type of vigorous, persistent circulation selling activity. By direct mail, by issue cards and, particularly, through our own full-time field salesmen, we uncover and locate many of the "behind the scenes" buying influences who are important in the market picture but whose names do not appear in directories, registration rosters, or company customer and prospect lists.

McGraw-Hill Publications provide representative, selective circulation in the markets they serve. Both the quantity and the quality of the subscribers are identified by an actual audit of paid transactions. This provides the advertiser with documented answers to basic questions such as: "Who are these people?" "How many are there?" "Do they want the publication?"

4.

Does paid circulation guarantee editorial quality?

In our view, editorial quality is measured directly by the publication's usefulness to the reader. If the editorial content does not match his job interests, serve his needs, help solve his problems and compel his continuing attention, it is not of real use to the reader.

If it isn't useful, he will neither buy the publication nor read it.

Paid circulation means that we have accepted the challenge of placing our editorial services on the block. We give every reader the option of deciding on the value of this editorial service to *him*. He casts his ballot, for or against, when he first subscribes and every time he comes up for renewal.

Editorial quality, or usefulness to the reader, thus is judged not on a theoretical basis but on the hard fact of a "buy" or "no-buy" decision by the publication's subscriber.

5.

Doesn't it cost more to sell subscriptions than to give them away?

It is possible that, for some publications, selling costs temporarily may exceed subscription revenues. Usually this is because of circulation growth factors involved in the sale of new subscriptions. However, the economics of paid circulation are not based on selling new subscriptions only, but on the lower cost of renewals as well.

For example, over the past ten years, McGraw-Hill Publications have collected more than $47,350,000 in subscription fees. The total of all expenses involved in the procurement (sales and collection) of these subscriptions amounted to just over $43,450,000. This gave us a subscription sales margin of about $3,900,000, plus the valuable privilege of mailing under second class postage rates. The paid subscriber, therefore, shares in the cost of our publishing operation.

6.

Doesn't paid circulation mean that you have to accept all subscriptions regardless of quality?

Not at all. Subscriptions are solicited and accepted only from people who meet the circulation *specifications* set by each publication. These standards are clearly defined and can be examined by any interested advertiser or agency. These standards result in an audience which benefits from a publication's editorial contents and whose buying power benefits the advertiser.

We make clear in the masthead of each McGraw-Hill publication that we do not offer the publication to everyone who wants to subscribe. On the average, we decline about 22,000 subscriptions valued at $160,000 per year from individuals who, based on our specifications, would not benefit from receiving the publication. (Listings of subscriptions recently declined are available on request.)

The circulation specifications of a publication are established in terms of identifying the buying influences in the field served—buying influences that are important and valuable to the advertiser. Further, the very nature of the publication's specialized editorial content, plus the required subscription payment, help screen out individuals who do not meet our circulation specifications and who would, therefore, be of little value to the advertiser.

7.

Is it true that some people don't pay for their own subscriptions?

In some cases, yes. A recent case study of subscribers showed that 15% of the subscriptions were ordered and paid for by the company. Another 16% were paid for by the company, but each subscription was *requested* by the individual. 67% were requested and paid for by the individual subscriber. The remaining 2% were in miscellaneous categories. In summary, 83%* of the subscriptions were delivered at the request and initiative of the individual.

Furthermore, as to the subscription that the company buys for its key employees, it would be the rare company that would not make some attempt to insure the usefulness of the publication—particularly since it has to be renewed periodically through the payment of company funds.

8.

What does paid circulation mean to the advertiser?

Many things. But most directly and most importantly it means more evidence, and better evidence, as to the effective values of the publication. Namely:

- Evidence of active interest in the publication, as represented by payment for a subscription.
- Evidence, in the same tangible form, of an *intent* to read the publication.
- Evidence of editorial quality, as represented by the interest and intent referred to above.
- Evidence of the reader's true evaluation of the usefulness of the publication, as represented by payment for renewal subscriptions.
- Evidence of active circulation, as represented by subscriber action in correcting and keeping up-to-date circulation lists.

**Figures from Laboratory of Advertising Performance study 1115, available on request.*

Because people buy our publications we must provide and maintain extra editorial features for our subscribers. That is why we have built one of the most extensive networks of business and engineering correspondents around the world . . . why we maintain one of the largest Washington news bureaus of any business publisher . . . why we have twice as many editors as advertising salesmen . . . why we pioneered in the establishment of a Department of Economics . . . why we regularly conduct depth interviews among our subscribers . . . why we invest in constant and detailed editorial training and retraining programs that not only help maintain the highest editorial standards but also stimulate the interchange of ideas.

Our paid circulation policies are based on the premise that the subscriber must be served, and served well. But merely making this statement doesn't make it so. We must *satisfy* the subscriber because our product is sold to him . . . and a product or service can only be sold successfully in proportion to the value it provides.

McGraw-Hill

PUBLICATIONS

Selected and bought by over a million men in industry who want the best in editorial service.

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N. Y.

Five Set Fosdick Service

John T. Fosdick Associates, New York, has been named by five new magazines for the Fosdick job application based advertising readership ratings in 1962. They are *Tool & Manufacturing Engineer, Proceedings of the IRE, Contractors & Engineers, Instruments & Control Systems* and *Military Systems Design.*

PRESENT PAPERS WITH DIGNITY

SEND $1.00 FOR 10
JIFFOLD PRESENTATION COVERS
(regular $2.10 value)

HOLDS 20 8½" x 11" SHEETS

SOFT • WHITE • DISTINCTIVE

UNIQUE STITCHING
WILL NOT SNAG OR SCRATCH

CLINT LEAP, INC.
737 Locust Corner Road
Cincinnati 45, Ohio

Fairbanks Babcock Menke Vandagrift Fowler Chapman
Amaturo McConnell Douglas Higgins

INDIANA BROADCASTERS—*Jack Douglas, WCSI, Columbus, was elected president of the Indiana Broadcasters Assn. at the annual meeting at French Lick, Oct. 6-7. Other new officers elected were Joseph Amaturo, WIRE, Indianapolis, secretary-treasurer; Don Menke, WFBM-TV, Indianapolis, vp-television; Carl Vandagrift, WOWO, Fort Wayne, vp-am radio. Also present were Robert McConnell, WISH, WISH-TV, Indianapolis, and Joseph M. Higgins, WTHI, WTHI-TV, Terre Haute, both past presidents; and Richard M. Fairbanks, WIBC, Indianapolis; John Babcock, WLW-I, Indianapolis; William C. Fowler, WBAT, Marion; and Reid Chapman, WANE, Fort Wayne.*

See where Des Moines is a "preferred city" for the fifth straight month in Sales Management's business activity forecast?

Yes, sir! And our campaign is going great on KRNT-TV, a most unusual station!

The preferred stations in this "preferred city" are KRNT Radio and TV, leaders in ratings, leaders in community service . . . leaders in the billing parade. Our share of local television business in this major 3-station market has always averaged nearly 80%; our local radio business has always been way ahead in a 6-station market.

Most folks don't realize this about Des Moines — we're 36th in the FCC list of markets according to appropriation of national spot TV revenue. The same sources prove that Iowa's capital and largest city is a good radio market, too.

You *know* you're right when you buy these most unusual stations, KRNT Radio and TV, the stations people believe in and depend upon. And you know you're buying at the same low rate as everyone else when you deal with these responsible stations.

Buy "the live ones"— KRNT Radio and TV, Cowles stations ably represented by The Katz Agency.

KRNT
RADIO AND TV — Des Moines
An operation of Cowles Magazines and Broadcasting, Inc.

Coming Conventions

(Listed Alphabetically)

Advertising Federation of America, 2nd district, Hotel Hershey, Hershey, Pa., Nov. 10-12; 8th district, Hotel St. Paul, St. Paul, Minn., Nov. 24-25.

Agency Management Seminar, sponsored by **Advertising Age, La Salle Hotel, Chicago, Oct. 30-31.**

American Assn. of Advertising Agencies, eastern region meeting, Biltmore Hotel, New York, Nov. 15-16.

American Women in Radio and Television, national convention, Sheraton-Chicago Hotel, May 3-6, 1962.

Assn. of National Advertisers, annual meeting, The Homestead, Hot Springs, Virginia, Nov. 2-4.

Broadcasters' Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York, Nov. 6-8.

Financial Public Relations Assn., 16th annual convention, American Hotel, Bal Harbour, Fla., Nov. 26-30.

Industrial Advertising Research Institute, second annual research forum, Sheraton-Blackstone Hotel, Chicago, Oct. 25.

International Advertising Assn., 14th World Congress, Sheraton-Chicago Hotel, Chicago, April 17-19, 1962.

Mutual Advertising Agency Network, management meeting, Palmer House, Chicago, Oct. 26-28.

National Assn. of Broadcasters, regional conferences: Somerset Hotel, Boston, Nov. 10; Pittsburgh-Hilton Hotel, Pittsburgh, Nov. 13; Leamington Hotel, Minneapolis, Nov. 15; Robert Meyer Hotel, Jacksonville, Nov. 20.

National Assn. of Educational Broadcasters, annual convention, Willard Hotel, Washington, D. C., Oct. 23-26.

Outdoor Advertising Assn. of America, annual meeting, Diplomat Hotel, Hollywood-By-The-Sea, Fla., Oct. 22-27.

Point-of-Purchase Advertising Institute, 15th annual symposium and exhibit, McCormick Place, Chicago, Nov. 7-9.

Southern Newspaper Publishers Assn., 58th annual convention, Boca Raton Hotel, Boca Raton, Fla., Nov. 13-15.

Television Bureau of Advertising, annual meeting, Statler-Hilton Hotel, Detroit, Nov. 15-17

KISN Appoints Hedges

KISN, Portland, Ore., has appointed Don Hedges station manager. Mr. Hedges will continue as sales manager.

Don't Quit Smoking
..Before Giving My Pipe a Trial

New principle that contradicts every idea you've ever had about pipe smoking. I guarantee it to smoke cool and mild hour after hour, day after day, without rest, without bite, bitterness or sludge. To prove it, I'll let you try a new Carey Pipe. Send your name and address today for my FREE complete trial offer. Write to: E. A. CAREY, 1920 Sunnyside Ave., Dept. 231-I Chicago 40, Ill.

Form Central Media Bureau, Computer Aid for Broadcast Buyers

NEW YORK, Oct. 17—Central Media Bureau has been established to provide advertisers, agencies, stations and representatives with a number of computer-coordinated services designed to cut down paper work, overdue payments and cost discrepancies which haunt the spot tv-radio industry.

Announcement of the new company, made at a press conference here last week, brought the number of entrants in the central billing service race to four. Executives of Central Media Bureau at 270 Park Ave., however, claim that their company will offer services above and beyond "the mere billing and paying" facilities planned by other companies.

■ Through the use of the electronic computer facilities of C-E-I-R Inc., a data processing company which is a large stockholder in Central Media Bureau, the new company will offer several basic services, enumerated by Kenneth C. Schonberg, president of Central, as follows:

"For the agency—same-day earned rate information; prompt media plans, accurately costed; spot estimates and estimate revisions, electronically produced; central clearance of discrepancies; control of client contract records; and a united four-part accounting package, including (1) as-ordered invoice, (2) supporting station logs, (3) adjustment invoice and (4) station affidavits.

"For the station—central clearance of discrepancies, pre-printed log-affidavits, standardized station invoice, and unified voucher checks.

"For the representative—same-day notification of earned rates, central clearance of discrepancies, station-agency contracts and station billing projections."

■ "By policing every buy going through the computer," Central, within an hour of a buy, will be able to tell all the agencies on an account, as well as representatives, when the client has reached a new discount plateau, Mr. Schonberg said. He added that "all client buys will be tested by our 'economic maximum formula,' a system for signaling 'good buy' situations and alerting advertisers and their agencies to any rate discount change which affects efficient use of the client's air media budget."

CENTRAL BILLING TO SAVE HALF OF COST

NEW YORK, Oct. 17—Broadcast Clearing House, the first company to announce plans for setting up a service to handle the paper work of spot broadcasting, has completed a four-month study to show what such an operation can mean in terms of savings for the industry.

The study indicated that about $30,000,000 is spent annually on the processing of spot buying and billing. It is estimated that more than half of this amount, which is spent by ad agencies, representatives and stations, can be saved through a central billing operation. #

Reber-Friel Names Hazard

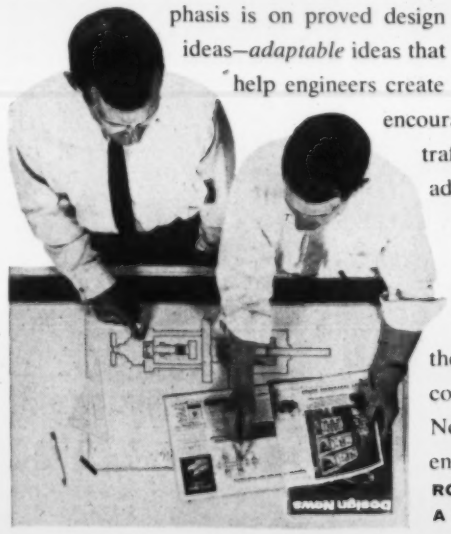
Reber-Friel, Philadelphia, exposition management company, has named Hazard Advertising Co., New York, as its agency. The account followed Howard A. Harkavy, who recently dissolved his agency to join Hazard.

Berger Joins Smith/Greenland

Dick Berger, formerly with Daniel & Charles, has joined Smith/-Greenland, New York, as an account executive.

Never! It's a selling "plus" that integrates your advertising with DN's USABLE Design Idea editorial content...displays both to best advantage! Here is the only design magazine that puts Reader Concentration to work for you—with advertising *always* adjacent to editorial. King-size pages keep DN's stimulating articles on *Usable Design Ideas* short, readable. The big square pages are made to order for graphic descriptions, permitting greatest possible use of drawings and photos—the language of the design engineer. Emphasis is on proved design ideas—*adaptable* ideas that help engineers create new and improved products. Concise articles encourage cover-to-cover readership, building reader traffic that assures maximum exposure for your advertising...gives it a real opportunity to sell. Proof: more than ¾-million inquiries in 1960.

IS THE SQUARE FORMAT JUST A GIMMICK?



These inquiries came from men who must personally request the magazine annually. And they *do*—year after year—because DN gives them the *most* Usable Design Ideas...in the big, complete way only a square format can provide. No other publication attracts, holds and *sells* design engineers like Design News!

ROGERS PUBLISHING COMPANY, INC., Englewood, Colo.
A subsidiary of CAHNERS PUBLISHING COMPANY, INC.

ABP BPA

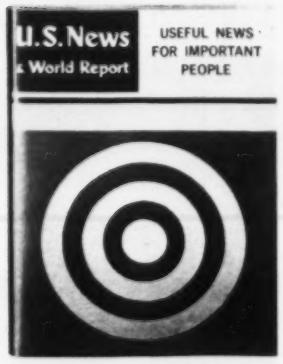
New findings show why "USN&WR" continues to be...

The "most important" news

The best way to "get through" to the businessman today is to know what his important information needs are . . . to establish what *does* interest him, and why.

To get this answer, to find out more about these needs—and the sources for same—a major communications research project was conducted for "U.S.News & World Report" by the independent research firm of Benson & Benson, Inc., Princeton, N.J. It was conducted in consultation with the Advertising Research Foundation.*

From this study have come new findings of value to all advertisers with something to say or sell to American businessmen, the people whose executive responsibilities and high incomes reflect today's most active business and personal buying power.



Some of these findings are highlighted in the charts on the opposite page. They help explain why so many major advertisers, whose advertising target is the American businessman, are placing their campaigns in "U.S.News & World Report," and why more and more of them consider it to be—

. . . the most important magazine of all

U.S.NEWS & WORLD REPORT

America's Class News Magazine

Now more than 1,200,000 net paid circulation

**Personal interview study, conducted not among "USN&WR" subscribers but among corporation presidents selected at random from Dun & Bradstreet's "Million Dollar Directory." This directory lists the executives of some 21,000 firms with an indicated net worth of $1 million or more.*

magazine for today's businessman

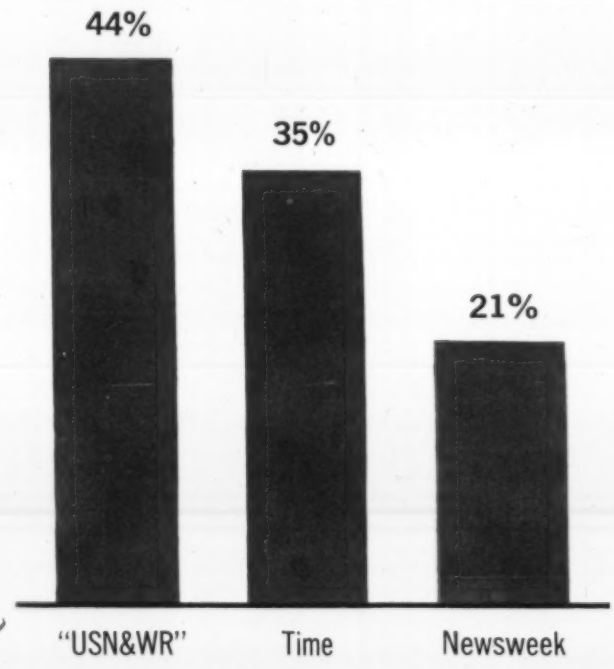
Businessmen find these five areas of information most important to them in their management responsibilities:

Trends and developments in:

- **economics and business**
- **finance**
- **government and politics**
- **labor-management relations**
- **world news**

Four out of five of the presidents interviewed use the news magazines as information sources. And of the news magazines, the study clearly establishes "USN&WR" as the ONE magazine "most important" as an overall source of information, and the ONE preferred source for each of the five information areas.

The ONE magazine
"most important" as an overall source†



Base: All corporation presidents who voted.

The ONE preferred source for each of the five information areas†

	Percent of businessmen voting for:			
	"USN&WR"	Time	Newsweek	No Choice
Economics & Business	48%	23%	20%	9%
Finance	50%	15%	25%	10%
Government & Politics	51%	22%	16%	11%
Labor-Management Relations	36%	28%	26%	10%
World News	43%	26%	20%	11%

Base: For each area, presidents using at least two news magazines.

†For a copy of the complete report, ask your advertising agency or contact one of our advertising offices.

Advertising offices at 45 Rockefeller Plaza, New York 20, N.Y. Other advertising offices in Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, Los Angeles, San Francisco, Washington and London.

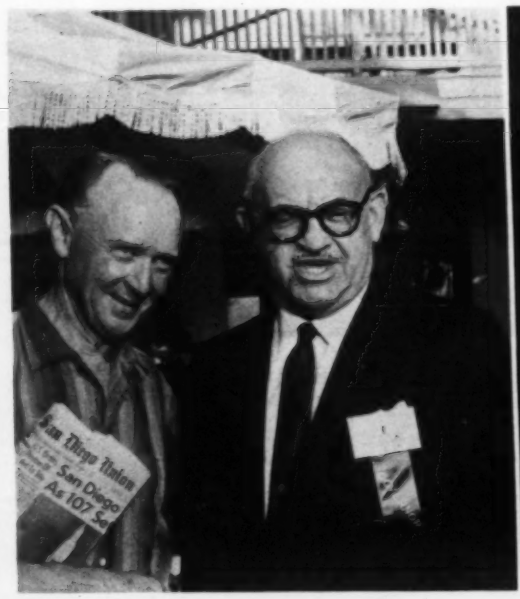
PHOTO REVIEW OF THE WEEK

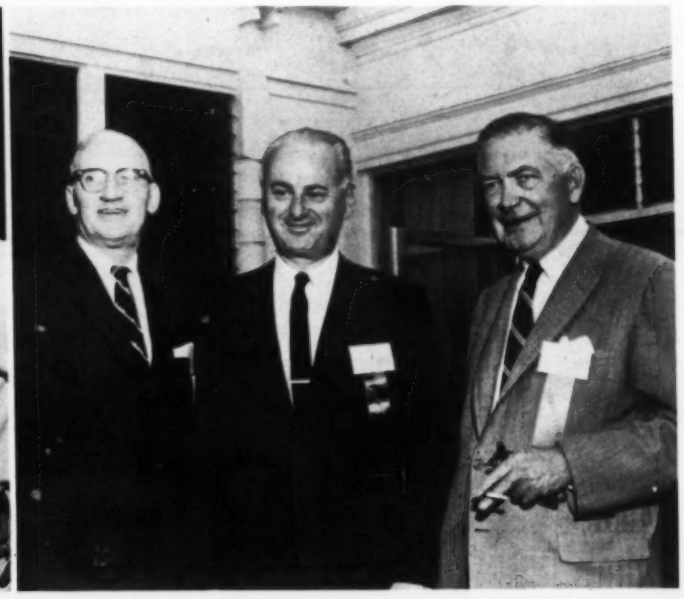
Duckwall Cassidy Starkey Mrs. Starkey Mrs. Duckwall

WESTERN 4A'S—*Informality was the keynote at the western region American Assn. of Advertising Agencies meeting in Coronado, Cal. Admen and their wives attending included Mr. and Mrs. Gene Duckwall, Foote, Cone & Belding; H. E. Cassidy, McCarty Co.; Mr. and Mrs. Monte Starkey, Batten, Barton, Durstine & Osborn; Tyler McDonald, Hixson & Jorgensen; Jack Smock, Young & Rubicam, retiring western region chairman; and Mr. and Mrs. Kai Jorgensen, Hixson & Jorgensen.*

McDonald Smock Mrs. Jorgensen Jorgensen

BREAKING GROUND—*President Donald C. McGraw got down to earth with the power shovel at the formal ground-breaking for the new McGraw-Hill Publishing Co. office building near Hightstown, N. J., this month. The $6,000,000 building, scheduled for completion late next year, will house the company's accounting, credit, payroll, mailing list and data processing operations.*





Atherton Stebbins Shur Kalt Gamble Davis Cox

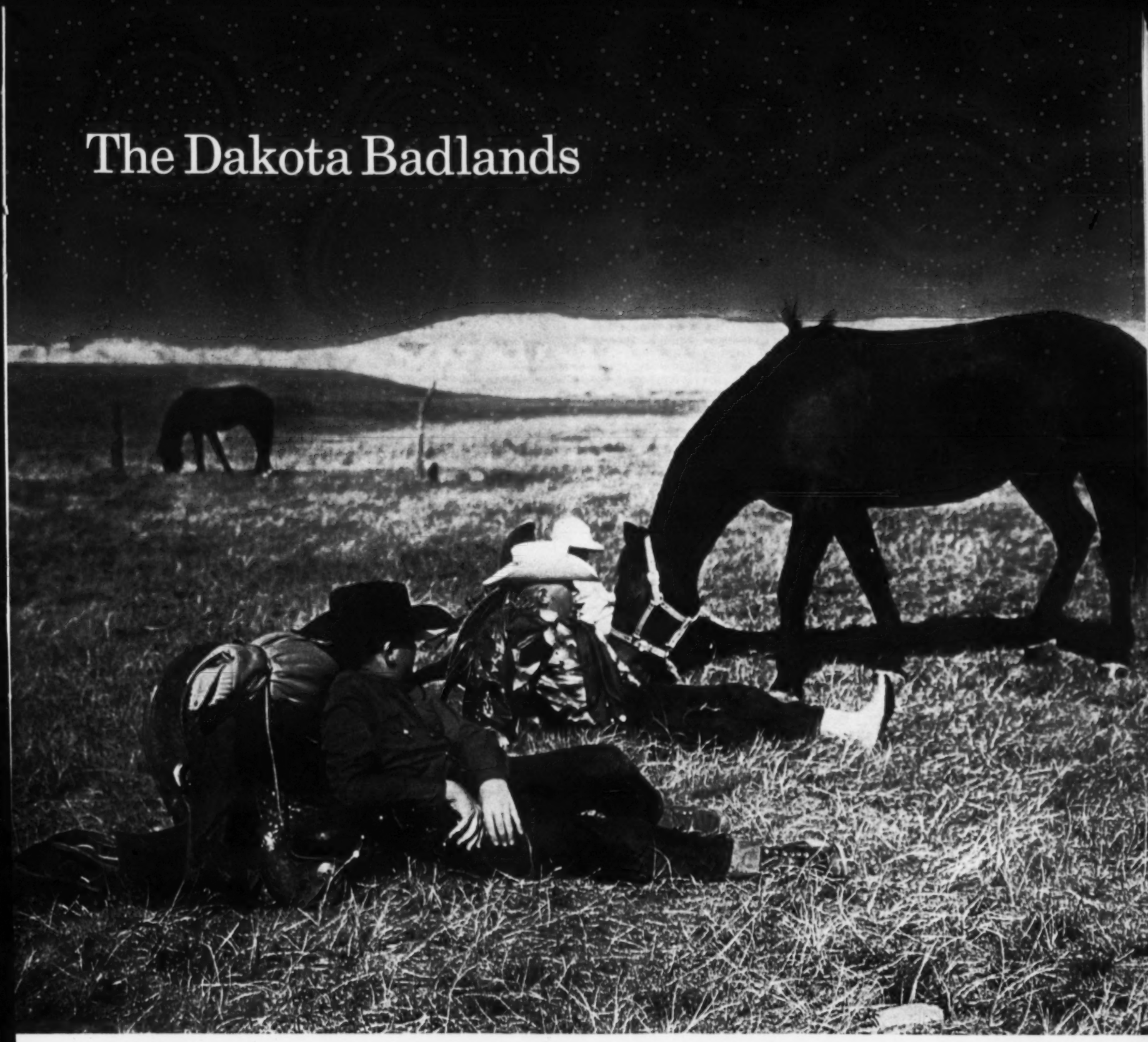
CONFEREES RELAX—*Attending the western Four A's session were Ivan Shur, Advertising Counselors of Arizona; William Kalt Jr., Lawler Advertising; Al Atherton, Atherton-Privett; Hal Stebbins, Hal Stebbins Advertising; John W. Davis, Honig-Cooper & Harrington, newly elected western region chairman; Frederic R. Gamble, Four A's president; and Edwin Cox, chairman of the executive committee, Kenyon & Eckhardt, national chairman of the organization.*

Dietrich Mrs. Fixler Fixler Booth

Hites Brooks Mrs. Clawson Clawson

Bayne Mrs. Collins Collins DeLay

MAILERS—*Among the 1,500 people who attended the Direct Mail Advertising Assn. convention in New York were Arthur Dietrich, Minneapolis-Honeywell Regulator Co., Philadelphia; Mr. and Mrs. Bernard Fixler, Creative Mailing Service, Freeport, N.Y., and chairman of DMAA; Gifford Booth, McCormack-Armstrong Co., Wichita; Harry Hites, United Business Service, Wellesley, Mass.; Hal Brooks, Texas Refinery Co., Ft. Worth; Mr. and Mrs. William T. Clawson, Harris-Intertype Corp., Cleveland; Ken Bayne, Link-Belt Co., Chicago; Mr. and Mrs. George Collins, Encyclopaedia Britannica, Chicago; and Bob DeLay, president, DMAA.*



What boy wouldn't give his eye tooth to be there... to sling his saddle and pack to the ground and gee his horse to graze on historic frontier land? Well, the November issue of Boys' Life covers the tale of a trip to "mako sica," Indian for the badlands, made by thirteen boys hunting for tracks, fossils and relics of the old days. But boys are interested in a good deal more than adventure in the outdoors these days. In the January issue alone, we start a three installment story by *Robert Edmund Alter;* the biography series features the life of the revolutionary American Haym Solomon, written by *Gerald Johnson;* there's another illustrated outdoor article by *Edwin Way Teale;* a feature on the fine points of ratiocination by *Erle Stanley Gardner;* and a delightful travel piece by *Leonard Wibberly* (The Mouse That Roared).

There's one boy market, only one. And there's one magazine that serves it, only one. Boys' Life, with its 5,000,000 plus boy readers (almost one out of every two boys 10 to 17 in America), scores a higher degree of penetration of its market than has been achieved by any adult magazine. That, we submit, is market coverage. And it's a market well worth covering. It's the market where buying begins. Buying begins with Boys' Life.

BOYS' LIFE • 2,100,000 NET PAID

PUBLISHED FOR ALL BOYS BY THE BOY SCOUTS OF AMERICA

Along the Media Path

A citation in recognition of their outstanding public service contributions to the U.S. Air Force—the contributions consisting of filmed and recorded messages—has been presented to **WBKB**, Chicago, and its affiliate **WENR-FM.**

• **Modern Medicine Publications,** Minneapolis, will break ground next month for a 41,000 sq. ft. building in suburban Edina to house its publishing operations.

• Chicago women's committee of the United Negro College Fund will sponsor the fourth annual Ebony Fashion Fair Internationale, in Chicago Nov. 16. The fashion show, presented by **Ebony,** Chicago, will tour 53 cities in 25 states.

• Effective Oct. 16, the **New York Post** will carry daily listings of the New York and American Stock Exchanges. The new financial section will cover business news as well as exchange listings, over-the-counter quotations and mutual fund listings.

OUTDOOR PUSH—*KOMO-TV, Seattle, is using outdoor posters to promote various shows. Other shows publicized by the posters include "Ben Casey," "The Flintstones," "Bus Stop," "Follow the Sun" and "Steve Allen."*

• National Safety Council has presented **Transmission & Distribution** its public interest award for exceptional service to safety.

• Louis E. Ball, editor and publisher of the **Farmington Valley Herald,** Simsbury, Conn., has established the Herald Awards, to be presented for best performance, best direction, best performance by an actor and actress, best supporting performance by an actor and actress and most promising actor and actress of the season at the Oval-in-the-Grove Playhouse, Farmington, Conn., summer theater.

• **This Week** has reprinted its series on the "Art of Living" essays by Wilferd A. Peterson, in book form, as well as reproducing them on a long-playing hi-fi album. Paperback editions are priced at $1 each, the Deluxe Golden edition at $3 each, and the album is priced at $6. Additional information may be obtained from *This Week,* Box 44D, Mt. Vernon 10, N. Y.

• **WSM,** Nashville, will sponsor its 10th annual country music festival Nov. 2-4, held in celebration of "Grand Ole Opry's" birthday. Speakers at the festival, which is open to all working people in the country music field, will include Jim Davis, governor of Tennessee, and Sen. Estes Kefauver.

• A complete media file, including BPA statement, AIA media data form, outline of annual sales and forecast of materials handling equipment from 1947 to 1965, is available from **Modern Materials Handling,** Cahners Publishing Co., 221 Columbus Ave., Boston 16.

• **KPIX,** San Francisco, is using comedienne Phyllis Diller for spot announcements promoting its fall programming. In a departure from the usual on-the-air promotion, Miss Diller performed with a live audience, but without script. The station's promotion department and Miss Diller dreamed up the situations and she created her own lines.

• Copies of the revised edition of the KNX Advertising Directory are available from **KNX,** Columbia Sq., Hollywood 28.

• Effective with its Nov. 14 issue, **Show Business Illustrated** will introduce a new cover design, emphasizing the *SBI* initials. ≠

Bogart Names Dunwoodie

Bogart Mfg. Corp., Brooklyn, N.Y., manufacturer of microwave equipment, has named Dunwoodie Associates, Garden City, L.I., to handle advertising for a newly established line of coaxial and microwave items.

Stein, Hall to Lavenson

Stein, Hall & Co., New York, maker of chemical specialty products, has named the Lavenson Bureau of Advertising, Philadelphia, to handle advertising and public relations. Al Paul Lefton & Co. was the former agency.

San Jose:

****6th in the nation;**

**second in the West with millions more on the drawing boards!*

That's right! San Jose is sixth in the nation and second in the West in residential construction!

In the first seven months of 1961, San Jose built enough residential units to house 31,800 people—but we barely met the influx!

Reason? Metropolitan San Jose averages 131 new residents every day—one every eleven minutes—that's the profile of a market which must mushroom just to keep up with itself!

And to hit this beehive of buyers where they live—and read—try the Mercury and News. We've got 'em covered!

Call your nearest Ridder-Johns man and ask about the Mercury and News—the keys to sales success in Metropolitan San Jose!

Remember, too, San Jose Mercury is second in the nation in retail food ad linage!

**National Association of Homebuilders
*Urban Land Institute

San Jose Mercury and News

Represented Nationally by Ridder-Johns, Inc.

Member, Metro Sunday Comic Network

With Parade, Too!

The Use is the Proof!

JOURNAL and SENTINEL
COLOR SELLS MORE
FIRST 6 MONTHS OF '61:
17% INCREASE IN NUMBER OF COLOR ADS
49% INCREASE IN COLOR LINAGE
YOU CAN'T COVER NORTH CAROLINA WITHOUT THE

• complete color facilities —any day of the week

WINSTON-SALEM JOURNAL AND SENTINEL

NATIONAL REP., KELLY-SMITH CO.

Show Advertiser His Ad Has Fewer Rivals in Smaller Markets, Inland Dailies Are Told

CHICAGO, Oct. 17—A new presentation designed to help smaller newspapers sell more advertising in smaller markets was unveiled here today at the annual meeting of Inland Daily Press Assn.

The presentation, which was created jointly by the Bureau of Advertising and the American Assn. of Newspaper Representatives, was put on by Charles T. Lipscomb Jr., president of BofA, and James H. Morrow, president of Inland Newspaper Representatives, who represented AANR.

The new sales pitch for newspapers is contained in a flip chart binder, which contains 28 panels, and requires about 25 minutes to present. It costs $20 and is designed for showing to groups of no more than ten persons. The panels may be converted into film strips later, Mr. Lipscomb said.

■ Following are the four major points of the presentations:

1. Smaller cities are becoming increasingly important markets for your products.
2. The daily newspaper is the most effective medium you can use in these smaller markets.
3. Small space can be used effectively and efficiently in smaller markets.
4. Other important advertisers have used and are using this formula successfully.

Messrs. Lipscomb and Morrow pointed out that the smaller the market, the smaller the competitive pressure per dollar of retail sales. For example, national advertisers invested $180 per $1,000 of retail sales of cereals in Chicago, and only $93 in Harrisburg, Ill., they said.

"Uncovering markets where there is less intense competition for attention is vital to all advertisers, because the advertising pressure on consumers is constantly growing," Mr. Morrow said. He went on to point out that advertisers spent $64.59 last year to reach each person in the U.S., as compared with only $13.26 in 1935.

■ Messrs. Lipscomb and Morrow listed the following companies as advertisers which have been successful with small-space ads in smaller newspapers: American Bakeries, American Motors, Dean Milk Co., Warp Bros. Co., W. P. Fuller & Co. and Reddi-Wip Co.

In a brief report on Shell Oil Co.'s newspaper campaign, Mr. Lipscomb predicted that newspapers would continue to be the basic ad medium for Shell in 1962. He added that about 1,000 dailies are still carrying the Shell campaign and said that readership of Shell ads has been consistently good all year.

■ Dale Stafford, editor and publisher of the *News*, Greenville, Mich., was elected president of IDPA, succeeding R. H. Blacklidge, *Kokomo Tribune*, who becomes board chairman. John H. Notman, *Herald*, Clinton, Ia., was elected vp of the organization.

The *Chicago Daily News* won first prize for outstanding coverage of local government for dailies with circulations of more than 75,000 in a contest sponsored by the University of Wisconsin's school of journalism.

Other first place winners and their classes included the *Chronicle Telegram*, Elyria, O. (25,000 to 75,000 circulation); *Iowa City Press-Citizen* (10,000 to 25,000); *Journal*, Wheaton, Ill., (5,000 to 10,000); and the *News*, Olathe, Kan. (under 5,000).

Lee P. Loomis, publisher of the *Globe-Gazette*, Mason City, Ia., was presented with the 1961 University of Minnesota award for distinguished service in journalism. The award is presented each year by the university to a newspaper man for outstanding community and professional service over a period of years. #

Johnson Names Wakefield

S. C. Johnson & Son, Racine, has appointed H. D. Wakefield, formerly a product manager, assistant advertising and merchandising director. At the same time, in a realignment move, the company has appointed the following product managers: Ralph H. Deihl, floor care products; William W. Herzog, Raid line of insecticides, Off insect repellent and Glade Mist air fresheners; L. R. Peterson, new line of Johnson's Wax shoe polishes and the company's furniture polishes, Pledge, Pride, Cream Wax and Jubilee, and John B. Rasmussen, automotive products.

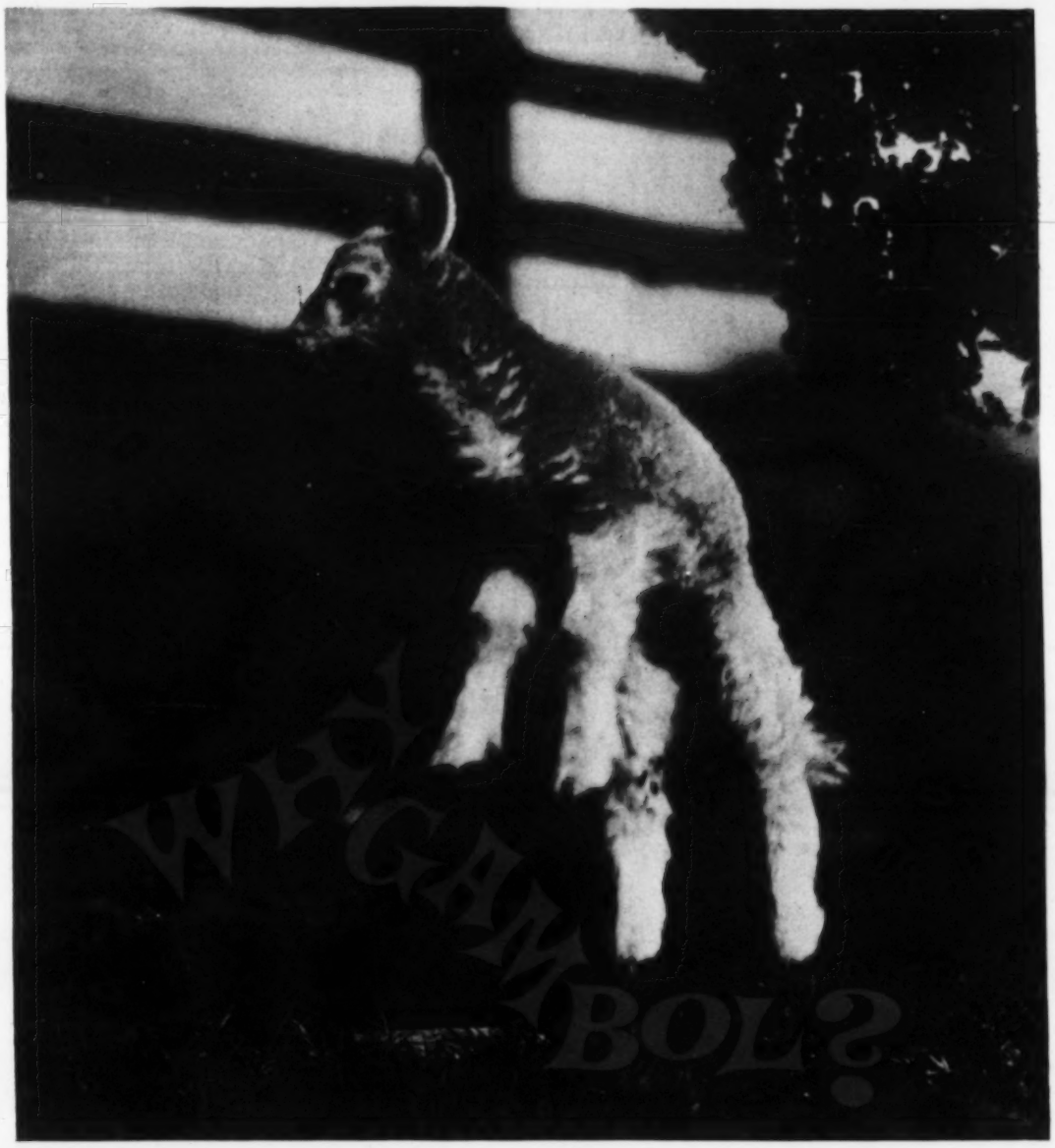
Radio Drive Set for Pall Mall

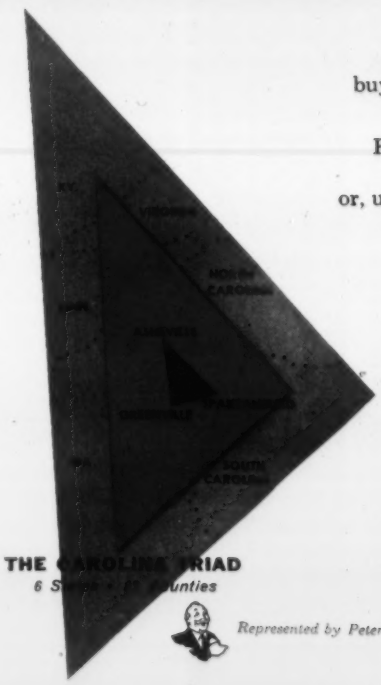
American Tobacco Co., New York, will advertise Pall Mall cigarets on about 350 radio stations in 100 markets for two weeks, starting Nov. 6. From 50 to 60 minutes per week per station will be run in peak car driving times. Sullivan, Stauffer, Colwell & Bayles is the agency.

CBS News Names Harding

Alfred J. Harding, formerly sales manager of public affairs programs for CBS-TV, has been appointed to the new post of director of sales planning for CBS News, New York.

FILMSTRIPS
From Artwork or Transparencies
Black & White or Color
FAST SERVICE
Also Record Pressings or Tapes
35mm color duplicate slides
write for prices
Colind Photography, Inc.
P.O. Box 165 Peoria, Illinois





You don't have to gamble with your time buys in the Carolina Triad; only WLOS-TV covers all of this big, bustling market!

For *total* coverage, only WLOS-TV serves the 670,000 TV homes of the rich Carolina Triad . . . or, using ARB's 25% net weekly cut off, 406,300 TV homes (ARB coverage 1960, up-dated January, 1961, projected to June, 1961).

Dominant in The Carolina Triad

WLOS-TV abc

A Wometco Enterprises Inc. Station Serving
GREENVILLE — ASHEVILLE — SPARTANBURG

THE CAROLINA TRIAD
6 S... ...unties

Represented by Peters, Griffin, Woodward, Inc. • Southeastern Representative: James S. Ayers Co.

WOMETCO ENTERPRISES INC.
WTVJ
WLOS-TV
WVOS-TV
WTCA-TV

Macfadden Appoints Three

Fay H. Williamson, formerly with *Coronet*, has joined *Pageant* as western advertising manager in Chicago. Macfadden Publications also has appointed Raymond L. Fuld, formerly with *The American Weekly* and NBC, to *Pageant's* New York sales staff, and Eugene D. Murphy, formerly a publishers' representative, to the Chicago advertising staff of Macfadden's Women's Group.

BIG RUN CATALOG PROBLEM? CALL CAREY

Carey can solve it—speedily, colorfully and economically. Our rotary printing, unique binding and paper facilities, plus round-the-clock operation, easily meet your deadline and budget requirements. Call Arthur Friedman, Sales Manager.

CHickering 4-1000

CAREY PRESS CORP.
Our 67th Year
406 W. 31 St., N.Y. 1

'Creative Man' Tells 4A's of 10 'Displeasing' Ads

CHICAGO, Oct. 17—After years of anonymity, ADVERTISING AGE's Creative Man "unmasked" himself last week at the 24th annual meeting of the central region of the American Assn. of Advertising Agencies.

Appearing fresh and peppery after his trip from the lower regions, the Creative Man appeared before many of his former victims fully clad in a bright red Satan's suit, complete with horns and a pitchfork. (The man portraying the Creative Man actually was a professional actor; the Creative Man's true identity still remains a secret.)

After briefly introducing himself to his hissing audience, the Creative Man proceeded to lecture on "The Advantages of Anonymity —or—Ten Ads I'm Glad as the Devil I Didn't Do."

Following are the ten ads or campaigns which were panned by the Creative Man: Interwoven socks, Genesee beer, Connecticut General insurance, Pan-American coffee, Four Roses whisky, Martinson's coffee, General Jet-Air tires, Pennsylvania motor oil, and Oasis and Chesterfield cigarets.

"Four Roses used to have some great campaigns, but the present ads have degenerated," he said. "This ad is contrived and phony. It is not objectionable, but is it sound?"

■ The Creative Man condemned the entire series being run by the Pan-American Coffee. He also charged that the Jet-Air tire ad "contains every cliche in the book." The Pennsylvania motor oil ad "assumes that the mentality of the American public hasn't increased," he said.

In his finale, the Creative Man trained his guns on cigaret advertising generally and ads for Oasis and Chesterfield specifically. "There is not one cigaret campaign running today that I would prefer to have written," he said.

■ He ridiculed the sales arguments made in the Oasis and Chesterfield ads. "Some cigaret campaigns are not objectionable as far as government agencies like the Federal Trade Commission are concerned," he said, "but do admen gain respect by just creating passable advertising?"

John E. McMillin, executive editor of *Sponsor*, told the Four A's of his concern with the creative situation at agencies today. "I am getting bored, bothered, bewildered, disgusted and dismayed with the 'creativity kick' which advertising has been on in recent years," he said.

"Never in the history of the business has so much rich, ripe, round-bottomed lip service been paid to the idea of creativity. Never have the conclaves of the Four A's, the Assn. of National Advertisers, the Advertising Federation of America, resounded with so much pre-creative oratory. Never have our trade papers (*Sponsor* included) been so choked with solemn, sententious explanations of the creative process."

Probably the greatest single enemy of modern advertising creativity is Rosser Reeves, head of Ted Bates & Co., he said. "Mr. Reeves is a potent adversary, a very potent adversary," Mr. McMillan said. "And we will make a frightful mistake if we sit disdainfully on our soft pink creative clouds—and underestimate him."

■ He also rapped the "modern marketing concept" or "Marion Harperism" as an enemy of ad creativity. The "modern marketing concept" hurts creativity "because inevitably it tends to exalt, glorify, and sanctify the marketing man, or 'marketing-mix-master' if you will—together with his satellite accomplices, the research man, the account man, the statistical man, the systems man, the corporation man, even the organization man—at the expense of the creative man," Mr. McMillin said. #

DO-IT-YOURSELF—*Ronson Corp. is introducing a Design-A-Lighter kit, with all the necessary parts and suggestions on how to design one's own table lighter.*

ANA Names Bristol for 1st Paul B. West Award

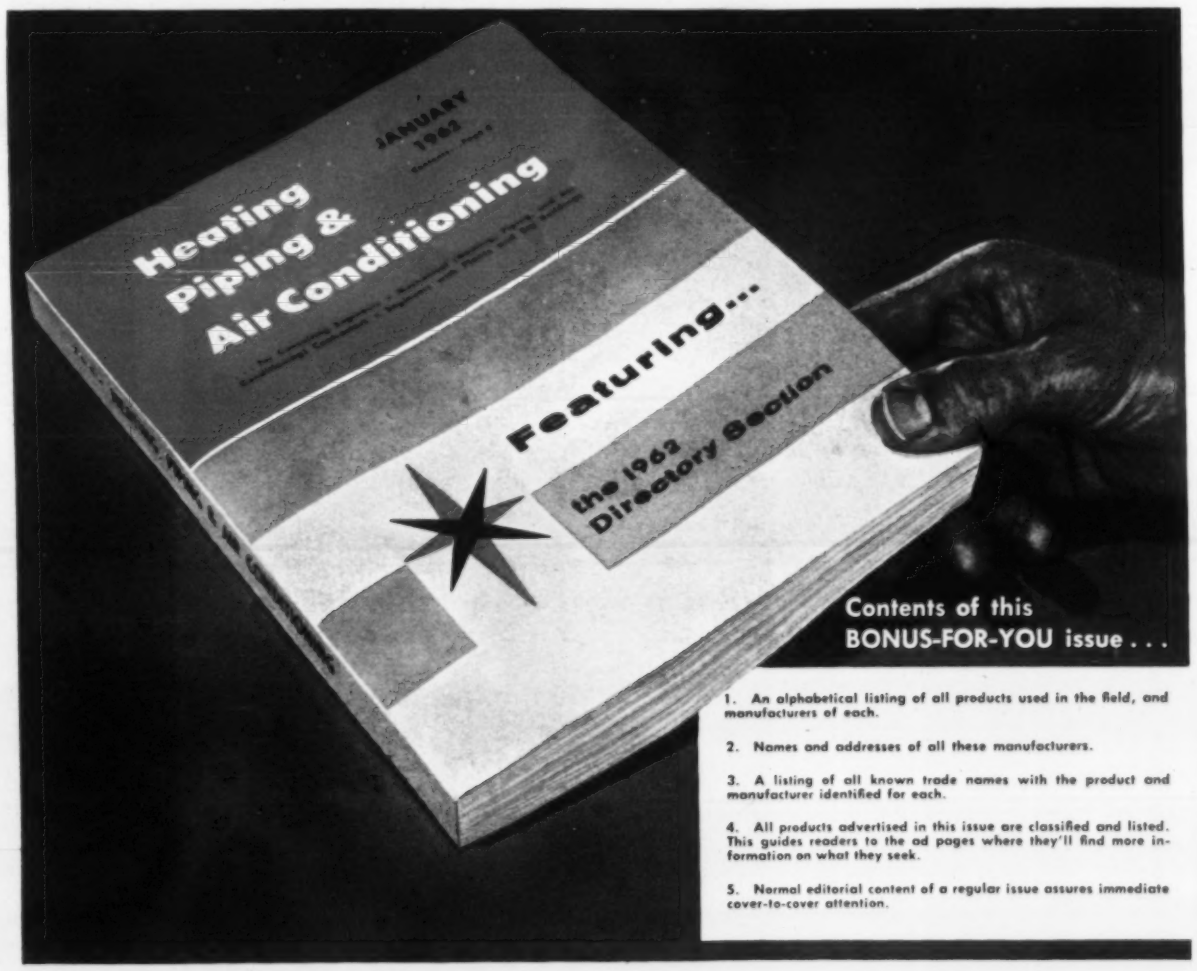
Lee H. Bristol

Lee H. Bristol, board chairman of Bristol-Myers Co., New York, and chairman of the Advertising Council, has been named the first person to win the Paul B. West Award offered by the Assn. of National Advertisers.

Mr. Bristol was cited by the ANA for "contributing most to advertising."

Miesegaes, Klaeger Named

William Miesegaes has been named to the new post of chairman of the executive committee of Transfilm-Caravel, New York, producer of tv commercials, industrial films and business shows. Robert H. Klaeger, who had been senior vp of Transfilm and head of its film production division, has been named to replace Mr. Miesegaes as president and chief executive officer. Mr. Miesegaes will supervise the company's diversification into related fields.


JANUARY 1962
Heating Piping & Air Conditioning
Featuring...
the 1962 Directory Section
Contents of this BONUS-FOR-YOU issue . . .
1. An alphabetical listing of all products used in the field, and manufacturers of each.
2. Names and addresses of all these manufacturers.
3. A listing of all known trade names with the product and manufacturer identified for each.
4. All products advertised in this issue are classified and listed. This guides readers to the ad pages where they'll find more information on what they seek.
5. Normal editorial content of a regular issue assures immediate cover-to-cover attention.

Be There....

When they're ready to specify or buy

The Directory Section is the acknowledged reference work in the Industrial-Big Building field since 1934

Nowhere will your advertising dollar go farther . . . accomplish more! This is an issue that is a right-at-hand reference for the engineers and contractors you must reach. (In a survey of these *all paid* subscribers, 96% report they keep it throughout the year, 75% refer specifically to its advertising pages.)

No wonder nearly 300 advertisers appear each year! Make sure you too will profit from this all-in-one January issue with a Directory Section and regular editorial content. Start off 1962 impressively by using extra space for extra emphasis on your entire line. Regular space rates apply, December 10 closing date. KEENEY PUBLISHING CO., 6 N. Michigan, Chicago 2.

ABC ABP

UTENSILS FOR CHRISTMAS—*This page ad in the December McCall's and Parents' Magazine leads off Ekco Products Co.'s biggest pre-holiday campaign. The new logotype incorporates the Flint (cutlery) name. Edward H. Weiss is the agency.*

Advertisers May Seek Other Marketing to Avoid Poor Image of Advertising: Chambliss

LOS ANGELES, Oct. 17—Adverse criticism of the advertising business may reach such proportions that advertisers may start experimenting with other means of reaching the consumer.

This warning was sounded here last week by William C. Chambliss, director of communications of Space Technology Laboratories, in a talk before the Art Directors' Club of Los Angeles.

Mr. Chambliss, who has been stumping for the licensing of admen in California as a means of elevating the ad business to the status of a profession, told the group increasing criticism of ad practices constitutes a "real danger to the national economy."

"It is becoming alarmingly evident that in the minds of an increasing number of people, including consumers, business men, government officials and even university students planning careers, there is a certain stigma attached to advertising," Mr. Chambliss said.

▪ If marketers were to become persuaded that advertising means risking their reputations, he said they might be tempted to seek some alternate means of bringing their products or services to the attention of the public.

This could be disastrous, Mr. Chambliss continued, because it is "demonstrably evident that advertising's capability to move goods and services is a major factor in the economic health we now enjoy.

"Experimenting with other means of reaching customers, to the exclusion of advertising, could bring about serious consequences to the structure of the national economy," Mr. Chambliss said. #

Standard Brands in Tea Drive

Standard Brands, New York, launched the first phase of a multi-station 36-market spot tv effort for Tender Leaf tea Oct. 16. Stations have been divided into three groups, with staggered starting dates and variously spaced 20 and 60-second units. J. Walter Thompson Co. is the agency.

Sittig to 'Family Weekly'

William A. Sittig, formerly with Leo Burnett Co., has joined *Family Weekly* and *Suburbia Today* as assistant to the advertising director. Mr. Sittig will headquarter in the Chicago office.

VioBin Names Baker

VioBin (Canada) Ltd., St. Thomas, Ont., has appointed Baker Advertising Agency, Toronto, to handle advertising for its agricultural, veterinary and pet food lines.

Cox Will Retire Nov. 1 as K&E Exec, Resign as 4A's Head

NEW YORK, Oct. 19—Edwin Cox will retire as chairman of the executive committee of Kenyon & Eckhardt and resign as chairman of the American Assn. of Advertising Agencies on Nov. 1.

Edwin Cox

Mr. Cox, 62, plans to retire to Vero Beach, Fla., to write "books, articles, and papers concerning the professional aspects of advertising." Last April, when he became Four A's chairman, Mr. Cox told ADVERTISING AGE he was working on a history of K&E called "The Biography of an Idea." He has been with the agency 28 years.

Marion Harper Jr., president and chairman of Interpublic Inc., will move up to fill Mr. Cox's unexpired term, and Arthur E. Tatham, chairman of Tatham-Laird, will succeed Mr. Harper as Four A's vice-chairman.

▪ Born in Austin, Tex., Mr. Cox entered the advertising business in 1920, when he joined the old A. W. Shaw Co., Chicago, as a copywriter. Later he became the advertising manager of Celotex Corp. He joined Lennen & Mitchell (now Lennen & Newell) in 1928, and in 1931 he moved to Young & Rubicam.

He has been prominently identified with the Four A's committee on the improvement of advertising, and with its Copy Interchange, which last year took on added stature with the Assn. of National Advertisers' decision to join. Largely due to his efforts, the Four A's copy code was amended in January, 1960, to include specific interpretations on the applications of principles to tv advertising.

A creative man and an administrator, Mr. Cox codified K&E's creative principles in a volume called "K&E Book of Creative Standards." The book is used to review work in progress, to see how it measures up. "It hasn't made our best work any better," said Mr. Cox, "but it has improved the level of all our work." #

General Paint to Meldrum

General Paint Co., San Francisco, has appointed Meldrum & Fewsmith, Cleveland, to handle its advertising. Honig-Cooper & Harrington, San Francisco, formerly handled the account.

JERRY LEWIS STARS IN HIS OWN PRODUCTIONS / RELEASED BY PARAMOUNT

You'll be crazy about it! If you're losing the battle with high costs, here's some smart strategy that should make you deliriously happy. *While holding the line on quality,* you can cut costs on folders, catalogs and other printed material by specifying Consolidated Enamels. As the world's largest enamel printing paper specialist, Consolidated offers *finest* quality. Get the facts and *free test sheets* from your Consolidated Paper Merchant. He's a five star general at cutting costs!

Available only through your Consolidated Paper Merchant.

Consolidated

LARGEST ENAMEL PAPER SPECIALIST

Consolidated Water Power & Paper Co. • Natl. Sales Offices, 135 S. La Salle St., Chicago

Advertising Executive, Delaware Corporation. Photo by Arnold Newman

A man who knows where he's going can really go places with businesspapers. This is the medium that separates the admen from the boys. You've got to know your business when you get down to business with the kind of tough-minded, hard-to-kid businessmen you meet . . . in businesspapers.

WORKING PRESS AT WORK...Helping an old product maintain share-of-market after patent expirations greatly increased competition—helping introduce a brand-new product in an already crowded market. Businesspaper advertising did both jobs last year—and is doing similar jobs this year because **"advertising in businesspapers means business"**

For these and other case histories, ask ABP for "Working Press at Work". . . 162 new examples of business advertising effectiveness.

THE ASSOCIATED BUSINESS PUBLICATIONS

205 EAST 42ND STREET, NEW YORK 17, N. Y. • 201 N. WELLS ST. CHICAGO 6, ILL. • 333 WYATT BUILDING, WASHINGTON 5, D. C.

PEOPLE PAY FOR BUSINESSPAPERS THEY WANT... READ THE BUSINESSPAPERS THEY PAY FOR.

NOTE: ALL ABP PAPERS ARE "PAID".

Four A's Told PR Effort Might Lure Some Fence-Sitting Thought Leaders

(Continued from Page 3)

conclusion that these people, for the most part, are not wholly unsympathetic toward the advertising industry." Indeed, the Four A's is told, it is "probable" that the opinion leaders "would alter their opinions rapidly were they to enter the advertising business." Since that is impossible, "a forum for the exchange of advertising-oriented ideas" might help them think through some of their criticisms and ideas.

■ So Hill & Knowlton proposes a program aimed at reaching the opinion leader group—a public relations program, presumably, that would increase advertising's stature.

A shorter cut home would be the elimination of its errors by advertising, and a resolve to sin no more. But this seems a long way off. A public relations program aimed at improving the image of an unreformed sinner might be interesting, but it might fall somewhat short of resounding success, the report comments.

Hill & Knowlton's 180, perhaps surprisingly, professed not to harbor the image of advertising men portrayed in most recent novels of Madison Ave. While admen do not escape unscathed, they are generally seen as "intelligent, often brilliant, and generally creative."

But agency practices are something else. Research is severely criticized. "It is our feeling," says Hill & Knowlton, "that much of this criticism stems basically from doubts and questions about the well publicized methods of measuring tv and radio audiences."

■ And there is much anti-agency animus evident in the view of the 37 top management people surveyed. These executives—working with companies spending $860,000,000 a year on advertising—seemed almost bloodthirsty, a trait that might be of interest to the Assn. of National Advertisers as well as the Four A's.

"If advertising agencies and media were threatened with destruction tomorrow," said one food company executive, "we wouldn't lift a hand to help. We'd find some other means of merchandising our products."

The chairman of the board of one of the biggest advertisers snorted that agency men are mostly opportunists. "Advertising," he added, "is an occupation that is devoted to short-range thinking, deadlines, hustle and bustle, and is strongly motivated by the buck."

"Corporate officials," reports Hill & Knowlton, "are inclined to disassociate themselves from any advertising problem that does not directly involve their own interests. They take the attitude that none of the blame for any existing problem rubs off on them. And indeed it appears that the results of the survey confirm that less of it does than might have been expected."

■ Admen will find little that is new in much of the criticism of advertising itself turned up in the survey. Nearly all the complaints voiced by the "eminent" people interrogated by Hill & Knowlton staff people have been aired before; at this point, they are fairly predictable.

Some, however, may be surprised, unhappily or otherwise—depending on their media affiliations—by the degree to which television, a more "obtrusive" medium, apparently bears the scorn, the contumely, the contempt of the opinion leader.

"Although four out of five respondents commented more or less favorably on print advertising, only one in ten made a favorable comment on tv advertising," the report says. Television's sins are cataloged: It substitutes repetition for imagination and creativity; it resorts to the exaggerated and the unbelievable; it is shot with poor taste; it carries too many commercials; it insults the intelligence.

Here are some succinct comments:

• "I get damn tired seeing the

how to SELL the man from missouri

It's simple . . . SHOW HIM with living 3-D pictures. Stereo talks a language everybody understands.

In today's demanding market, the complete, dramatic realism of full-color stereo carries your message as no other media can. Stereo is always seen—never goes into the wastebasket. Your prospect sees your product exactly as it is—be it buttons or bulldozers—and hears it speak with commanding authority. Design, color, texture, all details and features are reproduced with a "reach out and touch" realism that "reaches out and sells".

Put View-Master Stereo to work for you—write today.

SEND FOR FREE SAMPLE: View-Master product reel and hand viewer. Mail coupon to Sawyer's, Inc., Dept. A, Portland 7, Oregon.

Name_____

Company_____

Street_____

City_____ Zone____ State_____

power-up your 1962 selling with

The Largest Architect and Paid Circulation in History

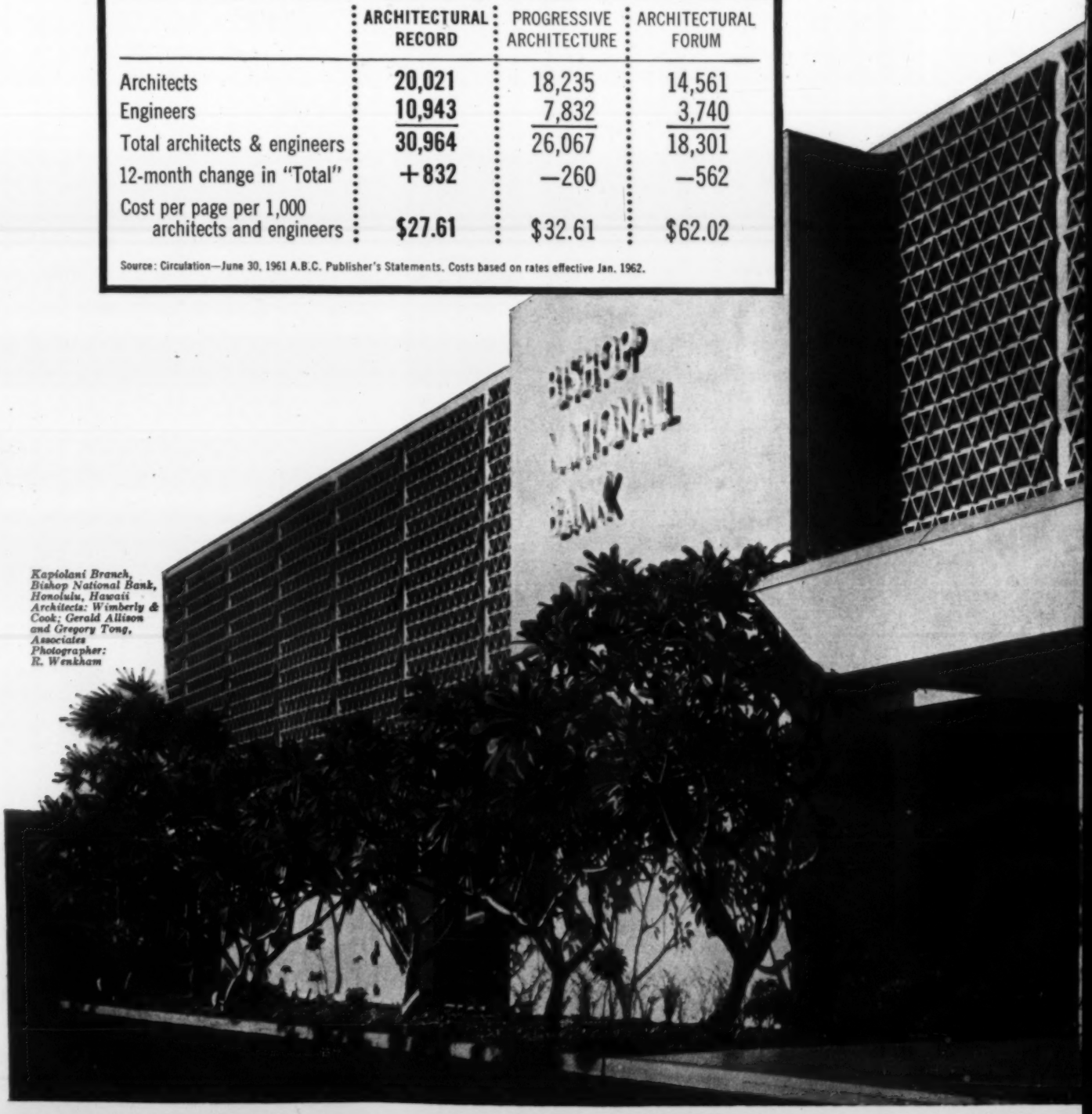
Architectural Record's 30,964 architect and engineer subscribers is a new all-time high for architectural magazines.

And, significantly, the Record has again lengthened its circulation lead.

This "score card" tells the story . . .

	ARCHITECTURAL RECORD	PROGRESSIVE ARCHITECTURE	ARCHITECTURAL FORUM
Architects	20,021	18,235	14,561
Engineers	10,943	7,832	3,740
Total architects & engineers	30,964	26,067	18,301
12-month change in "Total"	+832	—260	—562
Cost per page per 1,000 architects and engineers	$27.61	$32.61	$62.02

Source: Circulation—June 30, 1961 A.B.C. Publisher's Statements. Costs based on rates effective Jan. 1962.



Kapiolani Branch, Bishop National Bank, Honolulu, Hawaii Architects: Wimberly & Cook; Gerald Allison and Gregory Tong, Associates Photographer: R. Wenkham

same people cleaning the same sink night after night."

- "They should write tv commercials to suit the type of audience being reached."
- "Something is three times faster, twice as effective. Than what?"
- "When they try to get four spots out of two minutes, I think tv is killing the goose."
- "I think of advertising as a constant plug; the entertainment comes along only to fill in the gaps."
- "I'm fed up to here by drug advertising and diagrams of guts."

The rain of criticism falls on radio, too, but somewhat less fiercely. "Radio comes in for criticism chiefly because it has become so saturated with advertising messages that almost no program remains," says the report.

■ And a majority of the thought leaders believe the medium "also is getting more and more objectionable, trickier, and appeals more to lower impulses and tastes as time goes on." Most of the criticisms—from college deans, business men, economists, editors, clergymen and sociologists—"revolve around the hard sell, the 'breathlessly urgent' pitch, the intolerable amount of repetition of the same commercial, and likewise the number of commercials within a given time limit."

Print media were found to be least objectionable, seemingly because "they are considered less obtrusive than television—you can turn the page if you don't want to read the ads."

A sociologist, who summed up the attitude of many, said, "I feel I can analyze the degree of honesty in a printed advertisement, and I can study its content. A printed advertisement is portable—I can cut it out, take it to the place of business advertising the product. I look on printed advertising as representing something of a contract."

■ Newspaper advertising was "seldom" criticized, apparently for the reason just given, and because it is regarded as "informational." Few of the thought leaders felt strongly about direct mail advertising; magazine advertising was "generally" acceptable; and outdoor surprised the interviewers because it turned up as a medium which intellectuals did not regard as completely objectionable. "Most have no real quarrel with a clever billboard presentation at infrequent intervals," the report says. #

'TSN' Changes Name to 'Fleet Management News'

Stanley Publishing Co., Chicago, has announced that effective with the November issue, the name of *Transportation Supply News*, product information paper in the truck and bus fleet field, has been changed to *Fleet Management News*. The change was made, the publisher said, to indicate the scope of its service more clearly.

At the same time, circulation of the publication has been increased to 75,000, representing coverage of 60,000 fleets of 10 units or more. Stanley Publishing has completed installation of IBM equipment for electronic data processing of circulation, market research, sales analysis and handling of reader inquiries.

M. Henri to Smith/Greenland

Monsieur Henri Wines Ltd., New York, has switched advertising from Zlowe Co. to Smith/Greenland, New York.

Four More Exclusive Reasons Why Architectural Record Is Your Best Buy for 1962

1. *Top verifiable market coverage.* Record's record-breaking architect and engineer paid circulation translates into *verifiable* coverage of nearly nine out of ten architect-planned building dollars—a fact documented by *Dodge Reports.*

2. *Editorial Dominance.* The Record publishes an unequaled number of editorial pages . . . edited specifically for architects and engineers . . . attuned to their changing interests with the aid of Eastman Editorial Research and Continuing Readership Research . . . timed and balanced with the aid of *Dodge Reports* to be of maximum value to them in terms of the work on their boards. And the Record's renewal rate is highest in its field by far.

3. *Steady Reader Preference.* Architects and engineers have voted the Record "preferred" in 159 out of 172 studies sponsored by building product manufacturers and their advertising agencies.

4. *Unequaled Advertiser Acceptance.* For 15 years in a row more building product advertisers have placed more advertising pages in Architectural Record than in any other architectural magazine. Record's margin of leadership thus far in 1961, 52 per cent!

Architectural Record

F. W. DODGE CORPORATION
A McGraw-Hill Company

119 West 40th St.
New York 18, N. Y.

"stimulus to creative architectural and engineering design"

REMEMBER...
CALIFORNIA HAS A 4TH MARKET TOO!

Los Angeles, San Francisco, San Diego AND THE BILLION DOLLAR San Bernardino-Riverside-Ontario market . . . 27th in the nation! The San Bernardino SUN-TELEGRAM will wrap up the San Bernardino half of this vital market for you . . . effectively and without duplication. Retail sales in this exploding, growing, spending market are in excess of $900 million . . . greater than New Orleans, Toledo, Oklahoma City or Salt Lake City! San Bernardino is 62 miles from Los Angeles and less than ½ of 1% of the total circulation of the Los Angeles papers reach it. Hardly enough to even consider! So, when you think of California, think of the 4th largest market and the San Bernardino SUN-TELEGRAM!

San Bernardino
SUN-TELEGRAM
Represented Nationally By
Cresmer & Woodward, Inc.

In '60 TV Spots Averaged $10 Per Family, TvAR Says

NEW YORK, Oct. 17—Television Advertising Representatives, the Westinghouse Broadcasting subsidiary, has analyzed the official Federal Communications Commission 1960 figures on tv expenditures.

TvAR found that investments in spot tv time by national and regional advertisers last year amounted to $10.03 per television family. This was based on total spot billings of $459,193,958.

For the most part, it was found that the larger the market the higher the per family spot budget.

No. 1 target for the spot spenders was Chicago, where advertisers allocated $12.76 per household for spot tv time. In the top 10 tv markets with available FCC data, expenditures averaged $9.67 per tv home. The level dropped to $5.41 in markets below the top 40 range.

Spot Billings per TV Family in 1960

Compiled by Television Advertising Representatives

Market	Spot TV Billings (in $000)	Television Families (7/1/60)	Spot Billings per TV Family
New York	$59,629	4,961,300	$12.02
Los Angeles	28,013	2,734,700	10.24
Chicago	27,933	2,188,600	12.76
Philadelphia	18,520	1,912,600	9.68
Detroit	(a)	(a)	(a)
Boston	13,869	1,447,600	9.58
San Francisco	9,791	1,323,300	7.40
Cleveland	10,391	1,307,300	7.95
Pittsburgh	10,727	1,267,600	8.46
St. Louis	8,137	851,500	9.56
Washington	7,579	836,500	9.06
Minneapolis-St. Paul	5,414	743,600	7.28
Dallas-Ft. Worth	5,234	708,200	7.39
Baltimore	6,205	674,300	9.20
Cincinnati	5,656	650,100	8.70
Buffalo-Niagara Falls	6,909	647,800	10.67
Kansas City	5,606	611,100	9.17
Milwaukee	5,878	601,400	9.77
Atlanta	4,399	578,800	7.60
Seattle-Tacoma	5,488	552,300	9.94
Miami	4,950	515,400	9.60
Houston-Galveston	5,288	502,400	10.53
Memphis	3,139	502,400	6.43
Columbus, Ohio	4,597	487,500	9.43
Albany-Schenectady-Troy	3,504	463,900	7.55
Portland, Ore.	4,554	463,000	9.84
Greenville, Spartanburg, Asheville	1,545	395,300	3.91
Sacramento-Stockton	3,545	388,400	9.13
New Orleans	3,472	386,300	8.99
Denver	3,634	355,600	10.22
Nashville	1,939	346,800	5.59
Norfolk	2,156	342,400	6.30
Omaha	2,361	337,300	7.00
Oklahoma City	2,833	335,400	8.45
Tampa-St. Petersburg	2,983	328,300	9.09
Cedar Rapids-Waterloo	1,496	325,500	4.60
Rochester, N. Y.	2,591	321,100	8.07
San Antonio	2,304	313,900	7.34
Tulsa	2,095	304,300	6.88
Richmond-Petersburg, Va.	1,321	275,400	4.80
Wichita-Hutchinson	1,746	259,000	6.70
Scranton-Wilkes-Barre	1,310	253,000	5.18
Evansville-Henderson	686	251,100	2.73
Salt Lake City	1,426	250,600	5.69
Spokane	2,067	249,300	8.29
Little Rock	1,010	232,000	4.35
Madison	1,066	232,000	4.59
Knoxville	1,190	229,800	5.18
Fresno	$1,658	224,600	$7.38
Orlando-Daytona Beach	956	221,700	4.31
Ft. Wayne	953	207,600	4.59
Phoenix-Mesa	1,705	204,500	8.34
Chattanooga	922	203,000	4.54
Bakersfield	721	177,400	4.06
Peoria	1,011	169,100	5.98
South Bend-Elkhart	677	155,200	4.36
Youngstown	850	144,700	5.87
Honolulu	1,096	129,900	8.44
Albuquerque	508	126,800	4.01
Amarillo	588	111,700	5.26
Tucson	504	103,300	4.88
El Paso	638	102,600	6.22
Colorado Springs-Pueblo	445	91,800	4.85
Las Vegas-Henderson	199	37,000	5.38
Hartford-New Haven-New Britain-Waterbury	$7,017	860,900	$8.15
Indianapolis-Bloomington	5,406	716,400	7.55
Altoona-Johnstown	2,193	565,800	3.88
Harrisburg-Lancaster-York-Lebanon	2,791	515,900	5.41
Charleston-Huntington-Oak Hill-Ashland	1,896	444,800	4.26
Springfield-Decatur-Champaign-Urbana-Danville, Ill.	1,639	345,800	4.74
Green Bay-Marinette	913	324,200	2.82
Des Moines-Ames	2,388	316,600	7.54
Portland-Poland Spring, Me.	1,659	313,900	5.29
Bay City-Flint-Saginaw	1,580	306,000	5.16
Roanoke-Lynchburg	1,195	298,700	4.00
Mobile-Pensacola	1,258	228,400	5.51
Harrisburg, Ill.-Paducah, Ky.-Cape Girardeau, Mo.	1,049	225,600	4.65
Austin-Rochester-Mason City	595	161,200	3.69

The chart and table above *exclude* those television areas where the FCC billing figures represent a combination of two or more markets with varying set counts (e.g., Hartford-New Haven-New Britain-Waterbury).

Since these "combinations" frequently include markets of varying size, the billings per tv family would not necessarily apply equally throughout each of these FCC-designated areas. However, for purposes of completeness, the data for these areas are shown below with the spot television billings per family computed on the basis of the largest tv market in each group.

(a) Data for Detroit have been excluded inasmuch as the FCC total for that market does not include billings for station CKLW-TV.

at the tail end of a very diversified life, that you can get almost anything you really want in this world, if you really want it. Sometimes you are better off not to want it . . . I can think of nothing cozier than a small agency, consisting of five people, in which the boss has solved the problem of take-home pay." #

Fisher Body Sets Spot Drive

Fisher Body division of General Motors Corp., Pontiac, Mich., will run a two-week spot radio push in 50 top markets, starting Oct. 23. From 35 to 100 spots per week per market, comprised of minutes and 30-seconds, will be run. Kudner Agency is handling the campaign.

C&W Elects Brooks, Swiskow

William T. Brooks, account supervisor for J. A. Folger & Co., and Robert M. Swiskow, an associate creative director, have been elected vps of Cunningham & Walsh, New York.

ANNOUNCING

NEW Advertising & Sales Aids from McGRAW-HILL!

● PLANNING and CREATING BETTER DIRECT MAIL

By JOHN D. YECK, Graphic Service and Yeck & Yeck, Dayton, Ohio; and JOHN T. MAGUIRE, Assistant Professor of Business English, University of Illinois.

You can plan, create, and use direct mail to do a better all-around selling job. This book shows you how to put fresh selling power in your direct mail, how to score greater results. Here, you'll find new, usable ideas and a wider perspective on how to promote business more successfully through the mails. The book describes many methods for increasing readership, and treats copy, copy styles, theme, formats, reproduction methods, envelopes, postage, and "idea mailings". You get valuable help on lists (and on how to keep them up to date) market research, just what jobs letters can do, and more. The book is packed with illustrations on copy, examples of creative materials, and checklists of how to do particular jobs. 387 pages, $6.95

● MERCHANDISING FOR TOMORROW

Just Out. Here's an analysis of pioneering marketing trends and a quick-reference collection of 500 tested and adaptable plans and ideas. Covers selling, promotion, and advertising. By E. B. Weiss, Doyle, Dane, Bernback, Inc. 272 pp., $7.50

● VISUAL PERSUASION

The Effect of Pictures on the Subconscious

Just Out. This brilliant study of communication introduces the concept that much of persuasion can be accomplished with pictures. By Stephen Baker, Cunningham & Walsh. 260 pp., over 350 illus., $13.50

● SALES PLANNING AND CONTROL

Just Out. Here's a comprehensive marketing guide that shows you how to measure and control territory sales, reduce marketing costs, and increase sales through planning. By Richard D. Crisp. 402 pp., 18 illus., $8.50

● HOW TO INCREASE SALES WITH LETTERS

Just Out. In this practical guide, a leading direct-mail copy specialist describes and illustrates ways a good letter can help you increase sales. By E. A. Buckley, The Earle A Buckley Organization. 180 pp., illus., $5.00

Mail Today for 10 Days' Free Use!

McGraw-Hill Book Co., Dept. AGE-10-23
330 W. 42nd St., New York 36, N Y.

Send me book(s) checked below for 10 days' examination on approval. In 10 days I will remit for book(s) I keep, plus few cents for delivery, and return unwanted book(s) postpaid. (We pay for delivery if you remit with this coupon—same return privilege.)

☐ Yeck & Maguire—Plan. & Create. Better Direct Mail—$6.95
☐ Weiss—Merchandising For Tomorrow—$7.50
☐ Baker—Visual Persuasion—$13.50
☐ Crisp—Sales Planning & Control—$8.50
☐ Buckley—How To Increase Sales With Letters—$5.00

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Name .....
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City ..... Zone .... State .....
Company .....
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For price and terms outside U.S. write McGraw-Hill Int'l., N.Y.C. AGE-10-23

Guild Urges Western Agencies to 'Come of Age'

(Continued from Page 2)

tion, all of us, for doing a far more creative job than most midwestern and eastern agencies. You would be surprised how bad the creative situation is in Chicago."

What's more, advertisers like the idea of having a Los Angeles or Hollywood agency, and "the future of advertising out here on the Coast" lies in riding jets and "going after accounts in the Midwest . . . and even back east," he said.

Mr. Guild told the assembled agency men that trade paper publicity is important for new business, and that a long list of good people who want to work for GB&B is partially due to publicity. He also plumped for house advertising by agencies, asserting that GB&B could trace new business to its trade paper advertising.

He added, "I would hazard the opinion that any advertising agency man in this room who would devote as much time, thought and attention to an advertisement for his agency as he does for one of his important accounts would inevitably reap excellent results, if he also pursues the same program of advertising he would recommend for an account, that is consistency. . ."

■ Mr. Guild also was candid about new business presentations: "We have wasted thousands upon thousands of dollars in presentations that didn't get us a dime." He said he thought the historic prohibition of the Four A's on speculative presentations came from the days when "it was dominated entirely by major advertising agencies. Nowadays it is only dominated about 95% by major advertising agencies. Naturally J. Walter Thompson, N. W. Ayer and McCann-Erickson didn't want characters running around the country making speculative presentations which might get their accounts away from them; so it was put through: 'Huh-huh, you musn't make speculative presentations. It's not ethical.'

"Although, ethical or not, they all do it, with rare exceptions."

Mr. Guild thinks a three-part presentation is the way to solicit. First, an examination of the problem ("nothing is more interesting to the advertiser than a discussion of his problem"); second, a discussion of the agency's qualifications to deal with it ("has to be rather adroitly handled, because the advertiser's mind is apt to wander"); and, third, a specific recommendation ("this is where we part company with the Four A's idea that you should not make speculative presentations").

■ Mr. Guild also presented an argument seldom heard in new business discussions: "It is very important to be very careful in making up your minds as to whether you really want new business, because, if you want it, I assure you you will get it. It is my conclusion,

Holm Tobin Roth Hunter Moore

JUNIOR PANELISTS—*Officers elected at the 11th annual convention of the Junior Panel Assn. in Chicago last week huddle with Francis W. Holm, permanent secretary-treasurer; Sidney W. Tobin, board chairman, Gateway Outdoor, East McKeesport, Pa.; Aaron Roth, president, Empire Advertising, Hillside, N. J.; Robert W. Hunter Jr., vice-president, Piedmont Poster Co., Greenville, S. C.; and Jake Moore, vice-president, Texas United Outdoor Advertising, Ft. Worth.*

Buy these 3
and get MOST of S. C.

Cover more than two-thirds of South Carolina's sales potential in every category with the Greenville, Columbia and Charleston newspapers.

Bargain BULK* Discounts

*For linage contracted during 12 months period.

LINES	DISC.
2,000	2%
5,000	3%
10,000	5%
25,000	7%
50,000	9%
75,000	11%
100,000	13%
150,000	15%

Liberalized C.I.D. Discounts Offered for Frequency

Contact the newspapers listed or their representatives

THE BIG 3 IN S. C.

GREENVILLE
News and Piedmont
Repr. Ward-Griffith Co.

COLUMBIA
State and Record
Repr. The Branham Co.

CHARLESTON
News & Courier and Post
Repr. The John Budd Co.

New Easy-Off Window Spray makes windows sunshine-clean.

How Easy-Off topped them all in America's top market

After two years of advertising exclusively on TV, the marketers of Easy-Off Aerosol Window Spray decided to test the power of print. The test: one advertisement in the Metropolitan New York edition of Reader's Digest.

"That Digest ad made Easy-Off Window Spray top seller in the New York Market," says Bernard Gould, President, Boyle-Midway Division, American Home Products Corporation. "In the month after the Digest ad came out, Easy-Off sales were 92% up from the same month a year earlier.

"Reader's Digest has tremendous impact at the dealer level," Mr. Gould adds. "We opened up ten major new retail accounts, including several large chains, when they learned that Easy-Off would be advertised in the Digest."

Later, because of Metropolitan New York *regional* results, Easy-Off became a *national* Digest advertiser.

One reason Digest advertising *works* is that the average page is looked at twice as often* as in Life, Look or Post. For about the same money the Digest can . . . *double your chances-to-sell.*

People have faith in

Reader's Digest

*Source: Alfred Politz Media Studies

AGE for action

Advertising Age
$6 Billion Billed by 677 Agencies in 1960; 41 Exceed $25,000,000
Who's on First?
ABC-TV Plans 'Late Ads' Effectiveness and May Give Better Station Lineups
Last Milwaukee Beers Flourless

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS
630 THIRD AVENUE • NEW YORK 17, NEW YORK

editorial action

To Whom Would You Prefer Your Sister Married?

How would you answer the above question? Admen said they'd like their kid sisters to marry an adman. Neighbors of the admen, on the other hand, thought their sisters would be better off married to a self-employed professional. Only 4% of the neighbors thought an adman would make a good brother-in-law.

These off-beat bits of information were part of a serious editorial study made by a psychological research company for Ad Age to determine what kind of a person an adman is and what his neighbors thought about him. A sort of a "What's Jack Adman Really Like?" The survey was made in selected suburbs or exurbs of New York City, Chicago and Detroit.

The first part of the three part study appeared in the March 27, 1961, issue of Advertising Age.

This survey—probably the first such comprehensive study ever made—is typical of the editorial action that takes place each week in the "National Newspaper of Marketing"—Advertising Age.

reader action

"But my husband is nice..."

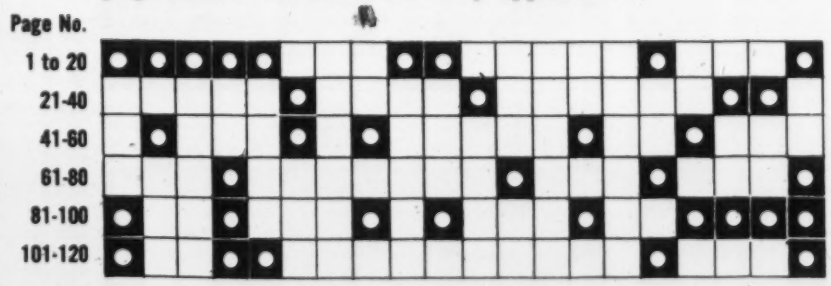
Within days after the publication of the Adman Image Study, comments and opinions poured in ranging from "To hell with my neighbors" to "I knew it all along." One letter writer said, ". . . now you understand why I acknowledge introductions with 'Yes, but I'm in industrial advertising.'" A devoted agency man's wife wrote a long letter defending her husband's honor and suggested that the researchers should have talked to their neighbors. For months comments and letters kept the discussion going. Other media reprinted parts of the study and added their editorial comments. AA's editors summarized the study as follows: "Advertising people like advertising. They think it is a business of mobility, challenge and interest. It is a creative business and never dull!"

This summary might very well describe Ad Age's editorial philosophy—to present news and information of interest, that may provoke and challenge, but never be dull.

reader reaction

Not All From Page 1

AA's editorial department keeps close tabs on the reaction to its editorial product and its readership. One of its check points is the "Voice of the Advertiser," AA's letters to the editor department. Since the editors check back to see what article provoked a letter, we asked them to give us a rundown on each letter published for six consecutive issues. The chart below summarizes the results. Read left to right. Each square represents a page. Each dot represents a letter to the editor which referred to an editorial article and the page number on which the story appeared.



While the above chart may not conclusively pinpoint the pattern of readership, it is a pretty good argument for the fact that AA readers do not get all their letter writing material from Page 1, but also are "inspired" by news and features all the way from the front page to the last page. This indicates that ads, regardless of position, have top opportunity of readership in Ad Age.

circulation action

Only Two Subscriptions!

Among the top 100 National Advertisers of 1960, there are a total of 3160 individual subscriptions to Ad Age. Here are some statistics as to the coverage and penetration by Ad Age within these "blue-chip" companies. The postman delivers 83 copies to the No. 1 advertiser, General Motors, but, the top subscriber to AA is Procter & Gamble (No. 2 advertiser) with 188 copies. Next largest is General Electric (No. 11 advertiser) with 187 subscriptions. RCA (No. 44 advertiser) is next in line with 133 copies. Of the 100 National Advertisers, Bayuk Cigar (No. 90 advertiser) has the least amount of subscriptions, only 2! One goes to the sales manager and the other copy to the advertising director!

Ad Age is not limited to the "big ones." Among its current paid circulation of over 50,000, are also medium and small-size companies and agencies. But, of this you can be sure, most anybody who is anybody in the advertising/marketing world—big or small—reads Ad Age every week.

classified action

small ads... BIG Response

Those who like to measure action in dollars and cents, will be interested in the results Christian Herald magazine had with a one-inch, help-wanted classified ad in AA's "Advertising Market Place." John R. Doscher, vice-president of Christian Herald reports his company received 75 responses of which 43 were followed up based on the submitted resumes. Mr. Doscher added, "I think this is a magnificent response and I thought you would like to know about it." Cost of ad: $15.00. Cost per inquiry = 20 cents!

How well a publication is depended upon by the field it serves can be measured by the amount of classified advertising that publication carries annually. Further proof of Ad Age's recognized acceptance as the leader in its field is the fact that 3231 classified ads totaling 75,712 lines were published in 1960. The other 3 publications in the field carried a combined total of 11,466 lines for the same period.

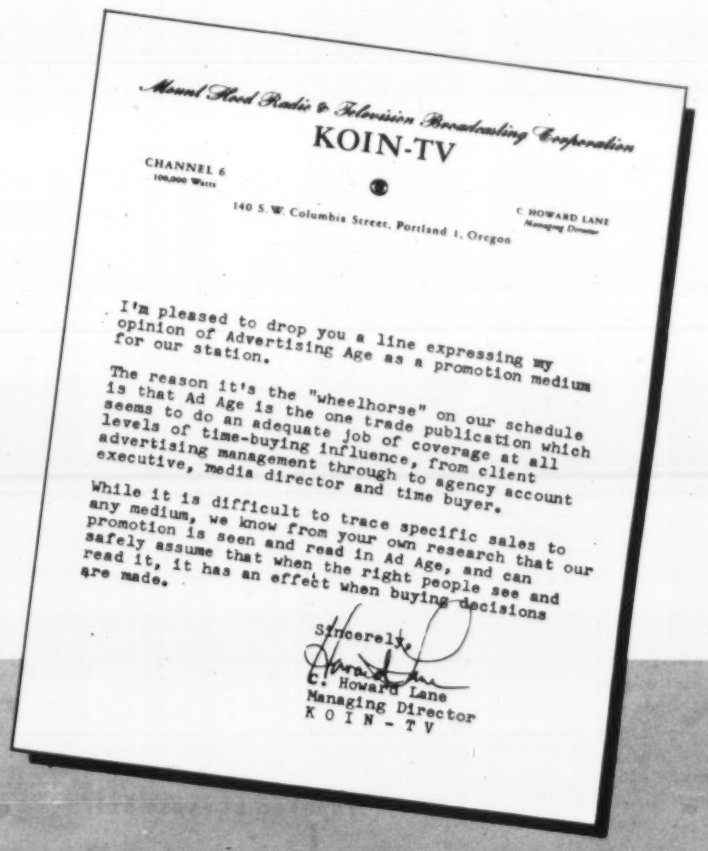
advertiser action

All levels of buying influences

Broadcasters, concerned with changing patterns in spot and network tv and radio expenditures, recognize the great influence of Advertising Age. More than half of their total promotion placed in the advertising/marketing press is concentrated in Advertising Age.

One excellent example of this type of promotion programming is KOIN-TV, Portland, Ore., whose managing director, C. Howard Lane writes:

It makes good sense to depend on the biggest and most powerful medium to communicate your market values to those who make advertising decisions. More and more media and service advertisers are setting Ad Age up as the "key" publication of their promotion program.



Mount Rood Radio & Television Broadcasting Corporation

KOIN-TV

CHANNEL 6
100,000 Watts

140 S. W. Columbia Street, Portland 1, Oregon

C. HOWARD LANE
Managing Director

I'm pleased to drop you a line expressing my opinion of Advertising Age as a promotion medium for our station.

The reason it's the "wheelhorse" on our schedule is that Ad Age is the one trade publication which seems to do an adequate job of coverage at all levels of time-buying influence, from client advertising management through to agency account executive, media director and time buyer.

While it is difficult to trace specific sales to any medium, we know from your own research that our promotion is seen and read in Ad Age, and can safely assume that when the right people see and read it, it has an effect when buying decisions are made.

Sincerely,

C. Howard Lane
Managing Director
K O I N - T V

advertiser reaction

Where the action is!

The success of any advertising medium results from a series of actions and reactions. Take Advertising Age. Each week its news pages and feature articles spark reader action and reaction which generates high readership and preference and builds increased circulation. And where there is the most action for the money is the logical place for media and services to concentrate their promotion—their bids for business.

Yes, Ad Age continues to be the big medium of action and reaction—the kind that serves readers and advertisers alike. With the most of everything, Ad Age gives both advertisers and readers the most for their money—and time.

These major media classifications concentrated from 67% to 83% of the promotion in Advertising Age in this four* publication field for the first eight months of 1961.

Media Classification	Total Linage in four publication field	Ad Age Linage	Ad Age % of total
Newspapers & Supplements	1,042,958	715,792	68.63%
Magazines	845,488	604,240	71.47%
Business Publications	589,288	417,060	70.77%
Radio-TV	511,910	345,996	67.59%
Farm	85,806	71,946	83.85%

*Printers' Ink, Sales Management, Media/scope. Above includes SM's "Survey of Buying Power."

Source: API, Statistical Tabulating Co.

43%

But add PARADE and the 18% jumps to

total U.S. retail sales.

counties doing 18% of

of all families in

reaches at least half

(a Sunday magazine)

America's largest magazine

Advertising Age

Feature Section

Match Your Memory with Leber's

Lesson for Copywriters—CM's Corner

Pre-Sold Brands Meet New Threats—Weiss

Peeled Eye Returns with Only Last Scraps

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

McMahan on TV Commercials . . .

IBA Awards Set Vital New Concepts for Judging TV Commercials

NEWS ITEM: On Feb. 3, 1962, the International Broadcast Awards will stage a new competition for television and radio commercials. Entries close Dec. 1, 1961. Information and entry blanks can be obtained from Hollywood Ad Club, 6362 Hollywood Blvd., Hollywood 28, Cal.

By Harry W. McMahan

Maybe the tv commercial business is growing up, after all. Whaddaya know: The new IBA competition is going to have *marketing* awards.

After our recent blast at the three major competitions (Venice Festival, American Festival and IBA) for putting too much emphasis on the "faggoty fringe of creativity," this sounds like a very virile answer.

Harry W. McMahan

The IBA's new statement of purpose makes good sense:

"To single out of all the world's television and radio advertising the commercials that are considered most effective in using these media to sell goods and services . . .

"To encourage the continuous improvement of broadcast advertising, its efficiency . . .

"To create an international exchange and source of information and *examples of broadcast advertising* for constructive use by advertisers, creators and broadcasters.

"To generate, positively, self-regulation and discipline within our industry . . .

"To focus attention on the important part broadcast advertising plays in moving goods and selling services . . . and thus to gain wider acceptance of these media as sound marketing tools."

It's a tall order. But I believe the new staff at IBA will make it come off. General chairman is Ken Snyder, West Coast head of NLB. His track record on creative/marketing commercials has long proved he has the whereof and how-come to make it tick. And he's a dedicated leader.

Power to 'em . . .

Jot down the deadline: Dec. 1. You have just six weeks to get your entries in and prove you want this business to grow up to its *business* responsibilities.

Mars Candy

East-West Twain

It is to be hoped no provincial jealousies arise between New York and Hollywood over the two big U. S. competitions. The industry needs both the American Festival (scheduled in New York next May) and the IBA. Each can do much to showcase the good examples of our business for all to see.

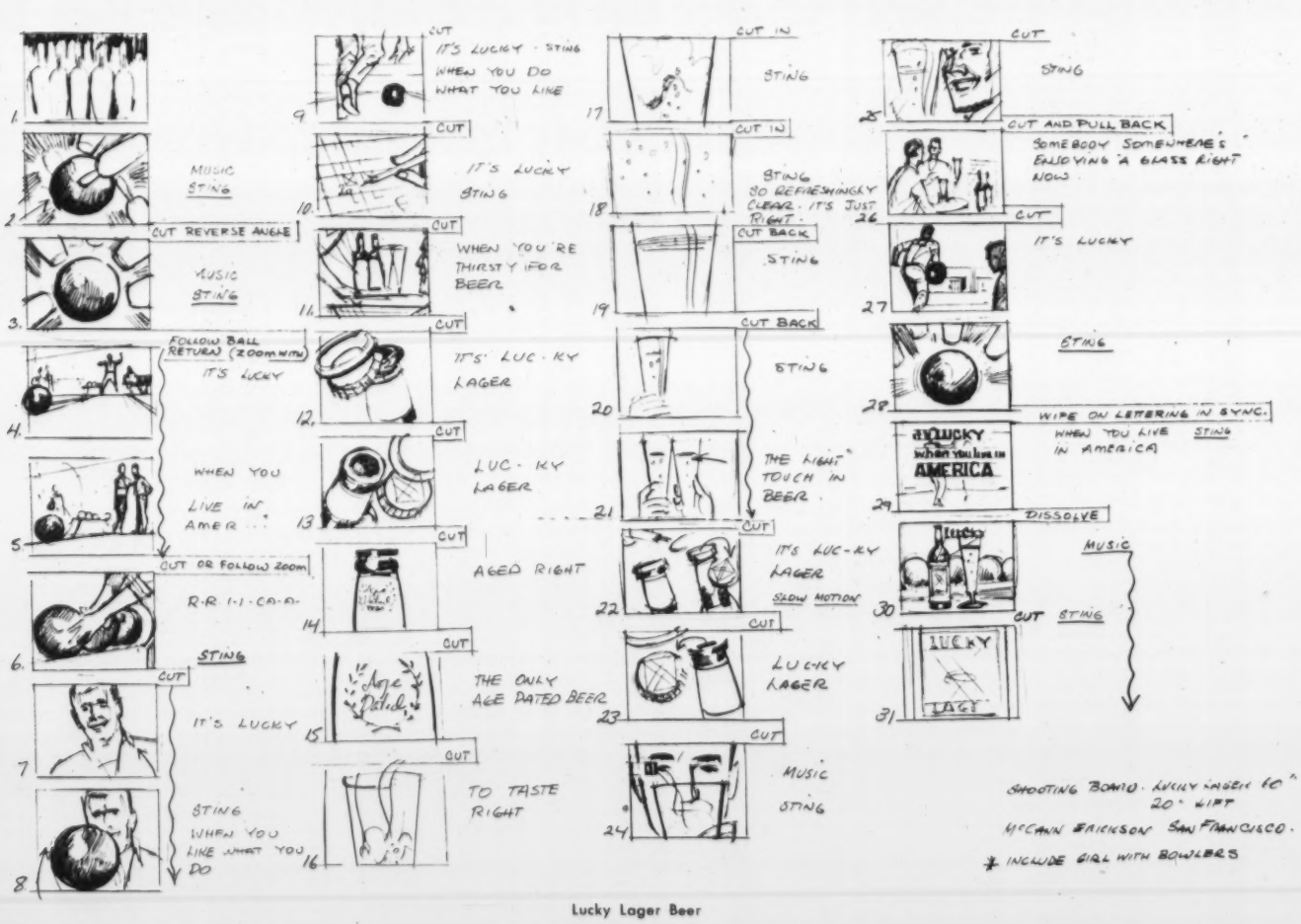
How well East and West can work together, when the need arises, is shown in the new tv commercial series for Lucky Lager beer, originated by McCann-Erickson, San Francisco.

Bill La Cava of New York, an independent producer-director who artfully "thumbnails" a pre-production board, was imported to work with Jack Webb's Mark VII production outfit in Hollywood.

In a fast eight-day completion, Lucky came up with one of the best live tempo jobs we've seen this year. Great action shots are cut to a new jingle, "It's Lucky When You Live in America." That's a mouthful of words for anyone to cram into meter, but Mel Henke makes it bounce like a pogo-stick.

■ And La Cava's direction builds to every snip of the sprockets. No question, the pre-production board must help—especially with such a tight time schedule. It's such an interesting technique we're reproducing the whole set of "thumbnails" with La Cava's notes.

Credit, too, to Mark VII for the camera realism. It's surprising how some of their old "Dragnet" tricks sharpen this kind of commercial.


1. CUT
2. MUSIC STING
CUT REVERSE ANGLE
3. MUSIC STING
4. FOLLOW BALL RETURN (ZOOM WITH) IT'S LUCKY
5. WHEN YOU LIVE IN AMER...
CUT OR FOLLOW ZOOM
6. R-R-I-I-CA-A-
STING
7. CUT IT'S LUCKY
8. STING WHEN YOU LIKE WHAT YOU DO
9. CUT IT'S LUCKY · STING WHEN YOU DO WHAT YOU LIKE
10. CUT IT'S LUCKY STING
11. CUT WHEN YOU'RE THIRSTY (FOR BEER
12. CUT IT'S LUC-KY LAGER
13. CUT LUC-KY LAGER
14. CUT AGED RIGHT
15. CUT THE ONLY AGE DATED BEER
16. CUT TO TASTE RIGHT
17. CUT IN STING
18. CUT IN STING SO REFRESHINGLY CLEAR · IT'S JUST RIGHT ·
19. CUT BACK STING
20. CUT BACK STING
21. THE RIGHT TOUCH IN BEER ·
22. CUT IT'S LUC-KY LAGER SLOW MOTION
23. CUT LUCKY LAGER
24. CUT MUSIC STING
25. CUT STING
26. CUT AND PULL BACK SOMEBODY SOMEWHERE'S ENJOYING A GLASS RIGHT NOW
27. CUT IT'S LUCKY
28. STING
29. WIPE ON LETTERING IN SYNC. WHEN YOU LIVE IN AMERICA STING
DISSOLVE
30. MUSIC
CUT STING
31. LUCKY LAGER
SHOOTING BOARD · LUCKY LAGER 60" 20" LIFT
McCANN ERICKSON SAN FRANCISCO ·
* INCLUDE GIRL WITH BOWLERS

Lucky Lager Beer

Thursday Night Treat

On Thursday, Oct. 19, ABC aired a new special, "Feathertop." And with it a commercial that was about as big-hearted as you can get.

Mars candy, one of the sponsors, made an institutional pitch for the whole candy business.

It tied in with the National Confectioners Assn. promotion for Hallowe'en. And Mars has a special trick'r'treat with an alternate non-Hallowe'en candy version that even its competitors can use on the air, later, through NCA. Pretty sweet, huh?

■ The commercial is a miniature musical comedy with about nine actors and dancers. Among other things, it tells you there are 2,000 kinds of candy. Hal Kaufman of

Needham, Louis & Brorby wrote. Jack Denove, Hollywood, produced.

Animating Still Photographs

Years ago, in Five Star days, we used to make commercials with still photographs because it was a short-cut solution to time and budget problems. A very ingenious cameraman, Taylor Byars, doped out a lot of animation stand tricks he called "photo animation" or "fotan."

Nowadays, "photo animation" is not only used for low budget, but it's also used for a number of important commercials where the stills are actually more effective than motion picture action (and they're *not* low budget!).

Example: Westinghouse tells a news feature story on the airborne tv teaching program in the Midwest. The Savings & Loan Assn. projects the ballad of a man's desire for a home into such a graphic series of stills, cut to tempo.

Now, the step-daddy of the still photograph, Eastman, just about tops 'em all. The stills are a rare treat: An actual pictorial record of a little girl growing up.

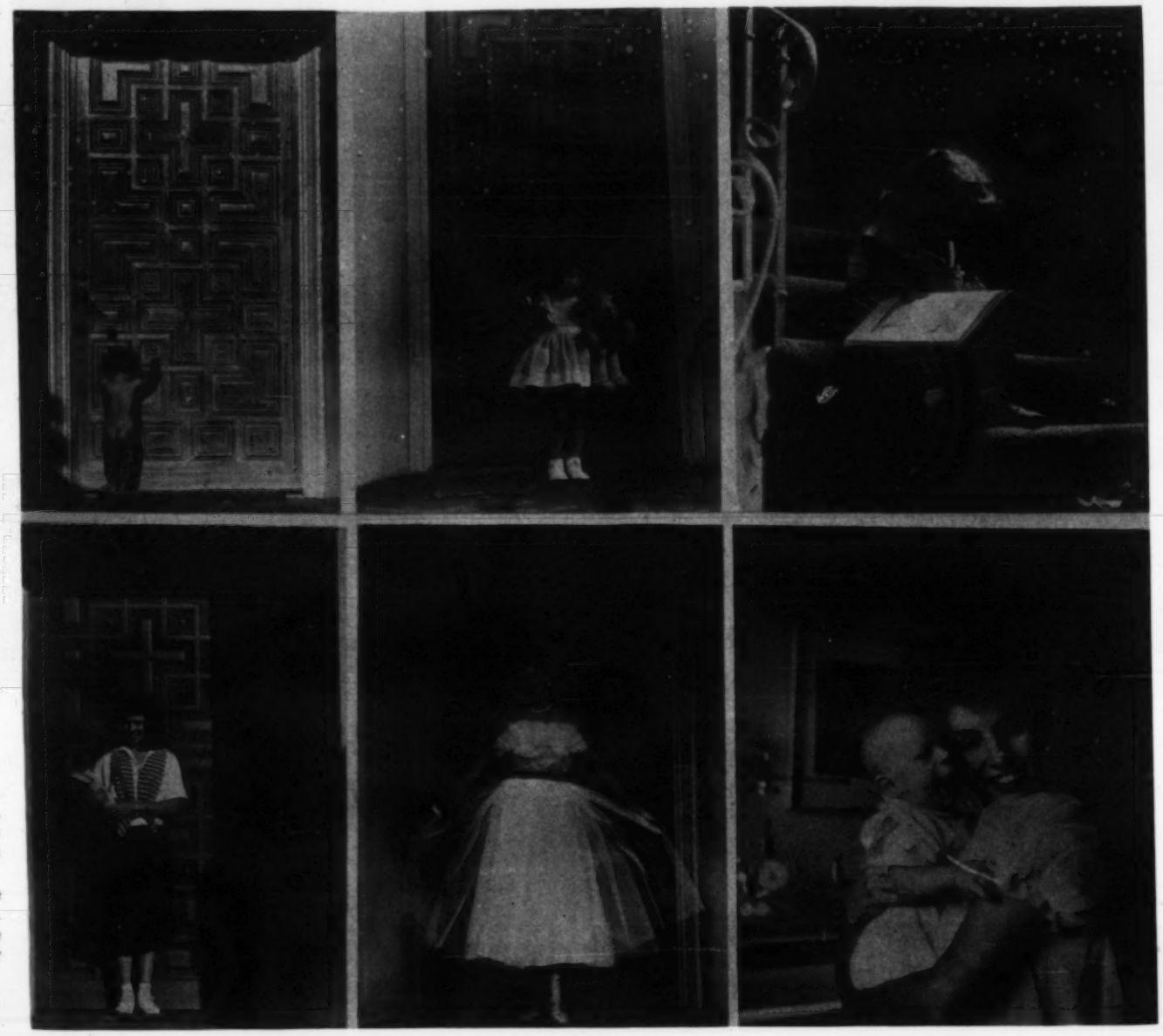
■ Set this sequence to a musical narrative, based on a Harry Belafonte folk song, "Turn Around" and you have a two-handkerchief, two-minute commercial.

> "Turn around and she's three . . .
> Turn around and she's four . . .
> Turn around, she's in pigtails
> Going out of the door . . . "

You get the idea.

Rather, J. Walter Thompson got the idea, and Cineffects produced it. Credit, too, to Dr. Irving Ellis of Beverly Hills, Cal., who was thoughtful enough to keep his Brownie handy as his little girl was growing up, year by year.

The commercial, in color, broke on the first Disney NBC show late in September. Watch for it again. I tab it as one of the ten best commercials of this or any other year.



Eastman Kodak

Color Tape on Local Scene

Speaking of color, color videotape is getting a big play at NBC, Chicago, these days. Lytton's specialty stores have spooled up 120 commercials in color so far and are still going strong. R. Jack Scott is the agency.

NBC's new Video Recording Sales unit, starting last Jan. 1, has turned out 800 commercials and closed-circuit presentations, most of them in color.

In the food chain field, National Tea is another local Chicago advertiser (agency: Lilienfeld & Associates) active in weekly tape recording for WNBQ. These commercials include in-store shots, stockpiled for A-&-B editing with the weekly "specials."

Tv stations interested in how to make local commercials effective through videotape, color or no, would do well to kibitz this operation. Bill Huffman is manager of VRS there.

For agencies, the operation also has come up with a useful service: storyboards-on-tape. On one occasion, five one-minute commercials were put on videotape (and later transferred to film for client presentation) at $70 each. Agency supplied pre-recorded tracks. Dual cameras and electronic transitions were used to activate the still art.

Closeup Demonstration

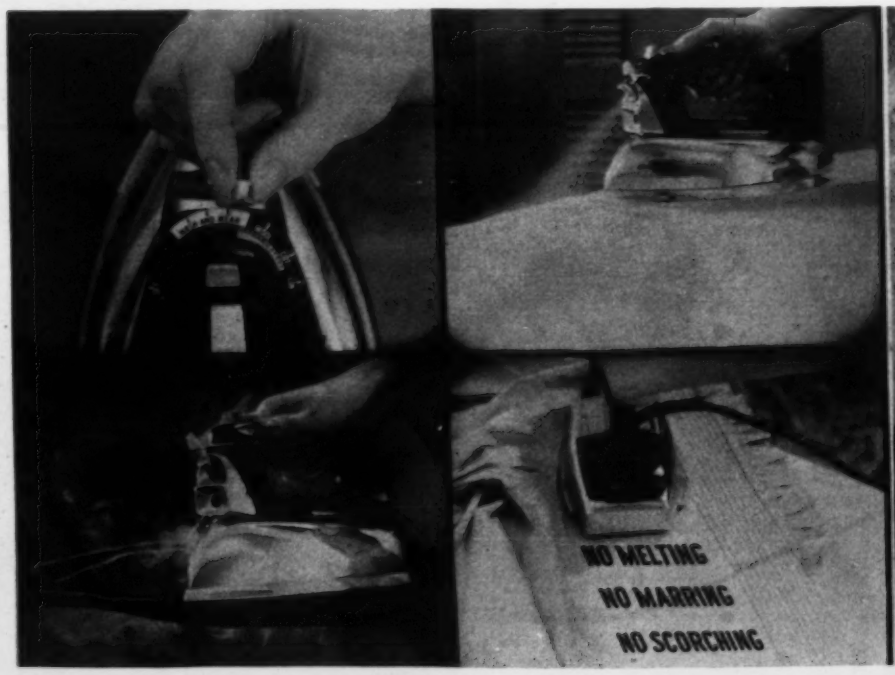
Fortunate the advertiser who has a product that demonstrates its story strictly with live action closeups. GE's new spray, steam and dry iron fills that bill. And Maxon, the agency, has been shrewd enough to restrict the commercial action to these simple here's-how shots. Not a long shot. Not a woman in the scene. Just the product, demonstrating itself like crazy. O, forceful simplicity . . . O, precious jewel . . .

EUE produced. Tom Hagan wrote, with Tony Russo as Maxon's producer.

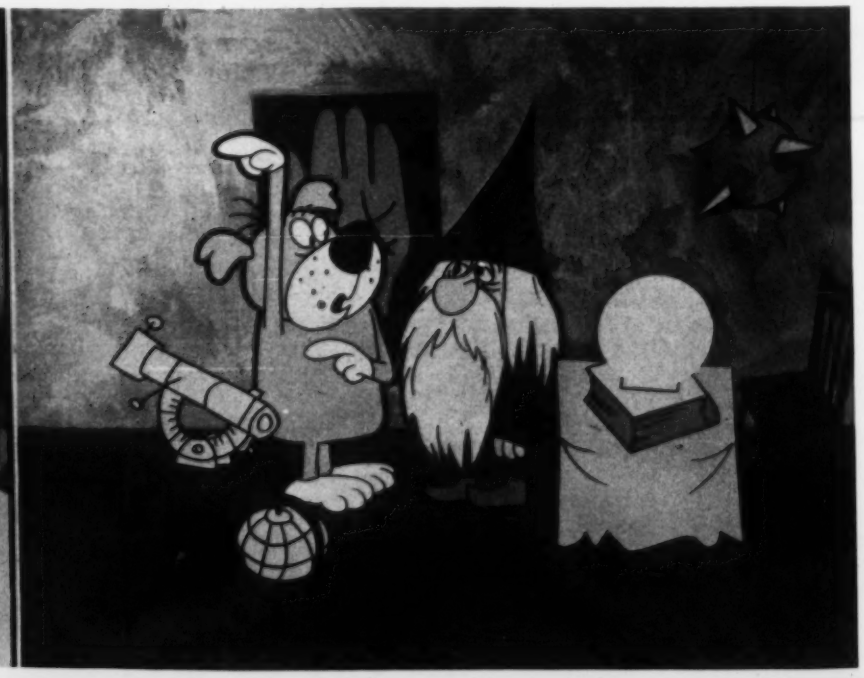
The Line Is Busy

If you want a good argument that competition between agencies makes for better creative work, take a look at the many tv spots for Yellow Pages around the country.

Quite a few agencies get this assign-



General Electric



Yellow Pages

The Anatomy of a Magazine

A few useful facts you might like to know about

Magazine Definition—
"The New Yorker is more than a magazine—it is a mirror held up before the changing times and tastes of America." That's the way the president of one of the leading advertising agencies defined The New Yorker.

Market Measure—
The New Yorker is an effective selling medium because its circulation is concentrated in the country's most important markets for quality merchandise. It is a national magazine. Its circulation is strongest in those areas where sales potential is greatest. Further precise evidence is available, if you wish, in our "Circulation Analysis."

Audience Characteristics—
The New Yorker is read by affluent, influential people who live in the better residential areas, and patronize the better shops. By education, income, possessions, and any other standard, it is a quality readership. Further available evidence: "Characteristics of Readers and Households."

Retail Stature—
The New Yorker has always rated high with retailers. The best evidence is the fact that retailers themselves, everywhere, advertise so heavily in its pages. The New Yorker carries more retail advertising than any other magazine. Its trade acceptance and influence are unusually high. Further available evidence: "Retail Advertising Record."

COPYRIGHT 1925, 1953, THE NEW YORKER MAGAZINE, INC

The New Yorker is a national weekly. Its weekly circulation of 425,781 (12/31/60 A.B.C.) is concentrated heavily in the rich 47 primary U. S. city trade areas where most business is done.

Advertising Leadership—
The New Yorker serves annually over 1,600 advertisers. Last year it carried over 5,000 pages of advertising, an all-time advertising high. It ranks first among all magazines in many advertising classifications: Retail and/or Direct by Mail; Travel, Hotels & Resorts; Radios, Television Sets, Phonographs, Musical Instruments & Accessories; Beer, Wine & Liquor; Toiletries & Toilet Goods; Apparel-Men's; Jewelry, Optical Goods and Cameras. Further evidence: our most recent lists of "New Yorker Advertisers" available by classification.

Business-Getter—
The New Yorker has produced results consistently over the years for a long list of advertisers, large and small, of a wide variety of products, services, and ideas for men and women, home and business. Ask your New Yorker representative who will be pleased to show you specific "Result Stories" in various classifications of advertising.

THE
NEW YORKER

No. 25 West 43rd Street, New York 36, N. Y. Other advertising offices: Chicago, San Francisco, Los Angeles, Atlanta and London

Hallmark

ment along with the various regional telephone accounts and they really try to outdo each other.

There's BBDO vs. Ayer in the East. And C&W. And Gardner. In Chicago, Ayer again. And out on the West Coast, BBDO again.

Lately, Ayer has come up with some top-flight IDs in live action, for Chesapeake & Potomac. And now BBDO, San Francisco, has countered with a talk-about cartoon :20 series, for Pacific Telephone.

Bill Sturm, New York, produced the eastern series. Playhouse, Hollywood, handled in the West. The Hollywood shop has completed seven cartoons, all pretty dog-gone cute stuff with a dopey dog that gets into some wild predicaments. Can the Yellow Pages really solve all those?

Anyway, if you're looking for competitive creativity, look for it in the Yellow Pages, under "A"—Advertising Agencies.

Guessing Game

Who is the advertiser whose commercials are effective even with people *who don't see 'em*?

Think twice and you'll realize it's Hallmark. The ratings indicate far from everyone sees Hallmark's Shakespearean shows and top drama specials—yet Hallmark is getting credit with non-viewers.

Maybe it's because people are ashamed that they're not watching something that, well, they *should*. And maybe that's why Academy Award votes and *TV Guide* votes went to "Macbeth"—even from people you can bet were not on that channel. Mom, religion and the Bard are not to be blackballed so lightly, in our society.

■ Be that as it may, it's a shame more people within our business don't see and study the Hallmark commercials. They subtly cover audience strategy to reach both the "traditional" card buyers and the "modern humor" school. They upgrade the whole greeting card business. They do a fine job of building the atmosphere that leads to "For Those Who Care Enough to Send the Very Best." In lesser hands this might be maudlin.

One new "corporate" commercial, tracing the silversmith's story of the hall mark imprint, bears special commendation. VPI, New York, produced this one for Foote, Cone & Belding, Chicago.

It reinforces the Hallmark prestige legend with the faithful viewers—and the unfaithful ones as well.

All those good people who now buy 4,000,000 Hallmark greeting cards . . . *every day* . . . #

BIZ QUIZ

Compiled by Lester Leber

WARNING! These aren't easy. Nobody is likely to know all the answers. But a well-informed adman should get at least a dozen right. You'll find the answers on Page 98.

1. Before the last war advertising amounted to about 2% of personal consumption expenditures. Today it is around
   (A) 1% (B) 2% (C) 3%
2. In terms of advertising linage America's leading newspaper is
   (A) *Los Angeles Times* (B) *New York Times* (C) *Miami Herald*
3. The medium that gets largest investment from national advertisers is
   (A) Newspapers (B) Television (C) Magazines
4. Of total billings last year's smallest single chunk went to
   (A) Network shows
   (B) National and regional spots
   (C) Local
5. Of tv broadcasting industry's total revenue the sale of talent and programs amounts to
   (A) 10% (B) 25% (C) 40%
6. Radio delivers its largest audience
   (A) Mornings (B) Afternoons (C) Nights
7. When you hear "the magazine concept" it usually refers to
   (A) Television
   (B) Sunday newspapers
   (C) Business publications
8. A "croquis" is
   (A) Rough sketch (B) Sound effects (C) Typographical error
9. Mickey Mantle recently promised the Federal Trade Commission that he would quit endorsing a product he does not use. It was a brand of
   (A) Cigarets (B) Milk (C) Razor blades
10. Out of every dollar in retail sales (except automobiles) it is estimated that by 1965 shopping centers will get
    (A) 10¢ (B) 25¢ (C) 50¢
11. Of all gasoline purchases those made by credit card represent
    (A) 5% (B) 25% (C) 50%
12. Comparing first half of 1961 with the first six months of 1960 cash dividends to stockholders are
    (A) Down (B) The same (C) Up
13. A seat on the New York Stock Exchange sells for about
    (A) $250,000 (B) $500,000 (C) $1,000,000
14. Closest figure to annual income per person in the United States is
    (A) $2,500 (B) $3,500 (C) $4,500
15. Few important fields are dominated as much as soup is by Campbell's.
    Out of every ten cans sold in this country the Campbell label appears on
    (A) 4 (B) 6 (C) 8
16. Leading source of dollar volume in drug stores is
    (A) Packaged medications
    (B) Prescriptions
    (C) Cigarets and cigars
17. United States population is increasing at an annual rate of
    (A) 2 million (B) 3 million (C) 4 million
18. Portion of our population now living on farms is
    (A) 10% (B) 20% (C) 30%
19. In terms of dollar income the southern states' most important industry is
    (A) Petroleum (B) Cotton (C) Forest products
20. More people voted in last year's Presidential election than ever before in our history. Of those eligible to cast ballots this record turnout represented
    (A) 44% (B) 64% (C) 84%

Agencies Ask Us . . .

How to Evaluate an Advertising Agency

By Kenneth Groesbeck

One of the most frequent questions fired at this hard-working department is, "How much is my agency worth?" It's a tough one, too, because the situation is entirely different from evaluating most other businesses. I suppose it is equally difficult for any personal service occupation.

Kenneth Groesbeck

How much is a physician's practice worth? That will give you an idea. You see, whereas other occupations can show you tangible assets in goods and machinery, an agency has only one asset, and that an intangible thing—its earning power. That in turn depends entirely on the services of the individuals who make up the agency.

Accounts may be retained for perhaps 90 days by contract, but let the agency people involved depart, and out goes the business, just like that. Today you've got a nice million and a half shop bringing in a gross income of two or three hundred thousand dollars a year; tomorrow something goes haywire, and you've got exactly nothing except attractive offices, a few machines, and commitments for rent and other non-cancellable expenses which will bleed your working capital white before you know it.

So when an agency man asks how much is his business worth, you reply with another question. What is it presently earning per year, and (extremely important) *what likelihood is there that these earnings will continue*?

A familiar formula for evaluating an advertising agency is to multiply its yearly average earnings after taxes by from four to eight, this selected numeral depending upon the number of years the business is likely to stay around. To this, you add the net quick assets such as cash in bank, and depreciated furniture and fixtures.

Thus an agency billing, say, half a million, grossing 20% (as it should, these days) comes up with a gross income of $100,000 and a profit after taxes (we hope) of $15,000.

If the business is about averagely stable we might multiply this average profit by four, totaling $60,000, and add our net quick assets of $40,000, estimating the agency as worth $100,000.

Yet this same agency, if its accounts are unusually sound and its people enjoying the full confidence and approval of the clients, may well be worth $160,000. Likewise, if the agency people are discontented and likely to pack up and leave, or if the head man is sick or old, the probabilities of the earnings continuing are so doubtful that the agency must be evaluated at a far lower figure.

An agency is worth a certain times *what it is likely to earn*, plus its net quick assets. That's the simplest way to express its valuation. Any other method of evalu-

The Chicago Tribune reaches *more of the readers* you want

There are 6,892,000 people in Metropolitan Chicago. Some of them buy your particular product. Some don't, can't or won't.

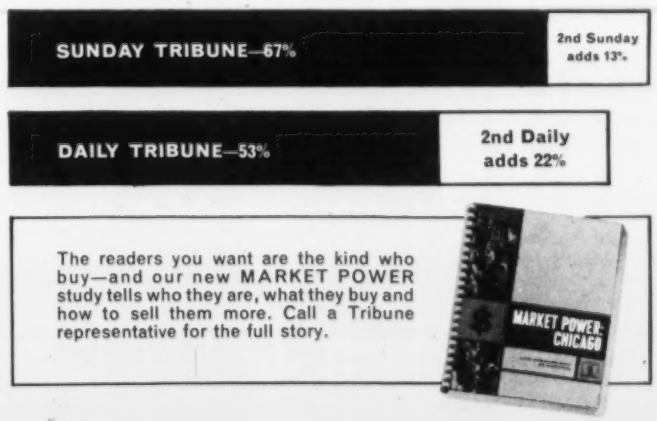
Your problem is how to reach more of the right kind—the people who buy. And that's easy, since most of them read the Tribune.

Take television sets, for example. 67% of all TV set buyers in Chicago and suburbs read the Sunday Tribune; 53% read the Daily Tribune.

Now maybe you sell toasters, tires or travel tickets instead of television sets. It makes little difference. No matter what kind of buyers you're after, the Tribune reaches more of them than any other Chicago newspaper.

Isn't this the audience you should be reaching more often in the key Chicago market?

HOUSEHOLD COVERAGE OF TELEVISION SET BUYERS



The readers you want are the kind who buy—and our new MARKET POWER study tells who they are, what they buy and how to sell them more. Call a Tribune representative for the full story.

More Readers...More Buyers...More Results

THE CHICAGO TRIBUNE

ating such a business is completely erroneous. Good will, probabilities, hopes for the future, even the promises of well-meaning friends—these are worth exactly nothing. They are nice to have, and we hope we can cash them in eventually, but they must not be given any monetary value.

These questions come up whenever mergers are in the air, since the split in eventual ownership depends on the relative values of the agencies concerned. Many a merger has gone sour, however, because one or both of the parties being optimistic, have set a false valuation on their shops, based on hopes rather than proven earnings.

You would be astonished to see how even the biggest agencies can dive into a merger without adequate assurance and proof of the values involved. Here's an agency claiming that the XYZ account, bringing in a hundred grand gross income, is sure to stay with the merged agencies. Yet when the merger is completed, this remunerative account will find itself in the same shop with a hated competitor, and it leaves so fast you can hardly see its dust.

These questions of agency worth also arise whenever productive individuals want to buy into the agency in which they have formerly been simply employes. Now the question becomes complicated, because part of the earnings of the agency have been produced by these same people.

With them in the picture, the agency is worth X dollars. How much is it worth if they leave? Is the valuation to be based on them in or out? A nice question. This requires fairness and understanding on both sides, that of the owners and that of the prospective purchaser.

One has to remember that one is selling a good man a property which is already partly his, in that he may control it, and it will depart with him if he leaves. That just gives you an idea of the complexity of the problem.

Of course in that Utopia where all agency owners are just and all employes loyal, we shall not have to worry about such things. As things are, however, we have to be realistic. #

On the Merchandising Front . . .

Trade Threats About Opening Up Brands to Discount Outlets

By E. B. Weiss

Many, and maybe most manufacturers of pre-sold brands have been compelled over the last decade to risk the wrath of traditional outlets by opening up their brands to new outlets. Right now, manufacturers who have yet to woo the newer low-margin outlets are being threatened by established accounts with really vicious forms of mayhem if they even play footsie under the table with discount houses. (Ironically, some of these threats are being voiced by department stores and department store chains which are right now busily engaged opening discount outlets!)

E. B. Weiss

I have heard these self-same threats for a great many years. I can remember quite vividly the storm kicked up by department stores and drug stores when the variety chains first introduced small sizes of beauty and health aids. (The identical storm kicked up when the food supers added beauty and health aids.) Ever since, as the variety chains diversified their merchandise classifications, department stores and other outlets have threatened to "throw out" any brand that went over to the enemy. The threat has rarely been carried out.

When the first food supers got started, the established food outlets of that era—the early 1930s—vowed they would throw out any brands made available to this new piratical cut-throat (threats were even made against newspapers that accepted the advertising of the early food supers).

Over the years, established retailers have fought against the availability of an infinite variety of merchandise to the mail-order chains, even though in most cases these were marketed under the chain's brand names and frequently involved different designs, different packages, etc.

Although even I wasn't around at the time, I imagine that when the early department store pioneers got started they, too, found some manufacturers reluctant to sell them because of fear of reprisals from the traditional merchants of that long-ago era. After all, those early department stores were the discount houses of that era! And, of course, when the drug store first began to show signs of wanting to become a general merchandise outlet, established retailers fought bitterly with non-drug suppliers who made their lines available to the drug outlet.

It is ironic that these two forms of retailing—department stores and drug stores—which themselves originally had manufacturers' doors shut in their eager faces, should now be so vehement about sundry brands being opened up to other outlets. If this is indeed brand piracy—then they were brand pirates on a big scale years ago and *still are today!*

■ Then, starting in the early 1950s, began the decade of *category diversification* by all major retailers. When the food supers took on non-foods, manufacturers of non-foods who opened up their lines to this outlet took serious chances. This was especially true of the manufacturers of health and beauty aids because the druggist put up quite a battle—and there is no retailer more strongly organized, more militant, more positive that whatever he has is "his'n" than the independent druggist. And department stores have, of course, fought one of their typically futile battles against the introduction of innumerable new classifications into mail-order chains, variety chains, hard goods chains, soft goods chains, drug chains, food chains.

Today, department stores, drug stores, and unbelievably even some variety chains and food chains, are loudly voicing threats against manufacturers who make lines available to the newer low-margin outlets. These threats have been broadened by some of the department store chains to include even such policies as giving the discount outlets only secondary brands, only private brands, etc.

Over the long term, the low-margin outlets will of course get at least 90% of the brands they want—*as they want them.* The end result here will be no different, in this regard, than was the end result when the pioneer department stores, mail-order houses, variety chains, food chains, drug chains initially ran into this same problem.

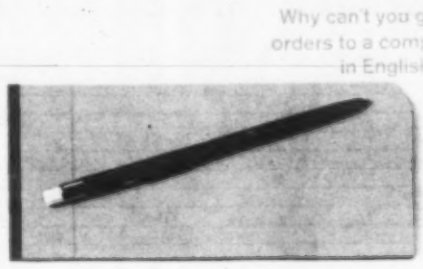
What is more, the newer low-margin outlets will get 90% of the brands they want *more quickly* than did the older mass retailers. Why? Because they are expanding at such a fabulous rate—and manufacturers seek out markets assiduously as water seeks its own level. A second reason is that these older retailers are themselves all running helter-skelter to open so-called discount outlets—which hardly puts them in position to be critical of suppliers selling to these outlets!

I note, for example, that the A.M.C. is doing some plain talking to some resources which it thinks may be eyeing discount outlets. Yet several members of the A.M.C. have already opened discount outlets; other members will be opening still more discount outlets; most members will have several departments operating on low-margin techniques—and this will be discounting no matter what label these stores or the A.M.C. applies to this operation.

■ A third reason is that it has become literally impossible for many manufacturers any longer to sort out their outlets. Not only are practically all large department stores and traditional chains opening discount outlets, discount departments (and attempting to meet the prices of low-margin outlets storewide!)—but mass retailers are moving into each other's backyard to such a degree that the old descriptive terms have lost almost all of their original meaning. This has come about not solely because of inventory diversification by classification—but also because food chains are buying up drug chains, discount chains are buying up food chains and vice versa, all types of chains

The Creative Man's Corner . . .

Breaking the Language Barrier



We are currently developing our own modern Tower of Babel—with terms freely and understandably used in one profession or calling and frequently without any meaning whatsoever in another. Advertising people, for example, in their conversation with their clients, fall into the error of employing terms common to their daily activity and full of meaning there, which nevertheless convey little to advertisers whose primary concern is brewing or chemical manufacture or banking.

Of all professions that have developed a language of their own, incomprehensible to people outside those professions, the field of data processing has surpassed even that of physics. It is therefore greatly to the credit of this particular message for IBM that not only the caption addresses itself to anyone capable of comprehending English but the copy clearly and without any double-talk whatsoever explains some of the difficulties of feeding information into a computer and what IBM has done to simplify this problem.

To paraphrase the caption, why can't all copywriters address their audience in plain, entertaining, easily understood English—instead of the complex advertising language that clouds the communication of so much of today's advertising? #

© The Condé Nast Publications Inc.

the all-woman woman...

Your kind of woman...your kind of young customer. She's that new breed of woman with more money than time. Out of her "impossible" teens (and glad of it!), she's in her anything-is-possible twenties. All woman and all energy—she's living life in double time, packing two lives into one. And she's frank to tell you she's a success in business only because she's fulfilled at home. She's the kind who runs her home as efficiently as she does her job. She's the girl who'll tell you what was good enough for mother is not good enough, quick enough, for her. Mother shelled peas to pinch pennies, she buys Birds Eye to stretch minutes. Why be a dishwasher, she says, when you can afford to buy one. Why stand over an ironing board, she reasons, when you can buy a wardrobe with built-in maid service. Time-saving gidgets and gadgets were invented for her. She's the reason quick-fix products, quick-cook foods, drip-dry draperies, instant anything-and-everything are zooming in the marketplace and The Market. She's the woman businessmen have in mind when they speak of the dynamic twenties market. She's the young woman who sees herself in... you sell in

GLAMOUR

guarantees 1,000,000 young women

THE MAGAZINE FOR THE SOARING TWENTIES

are opening leased departments in other types of chains. And in several instances large holding companies have brought together under one corporate umbrella almost every conceivable type of retail outlet!

■ An interesting example of how this merry mix-up in retail outlets can compel *even an ethical drug house* to open up at least one of its items (with the probability that others will follow suit) to, of all things, the *food* outlet is furnished by Abbott Laboratories. Abbott is an ethical drug house. Its major outlet is the spoiled boy of retailing—the independent druggist. Remember that I have described the independent druggist as the most militant and most strongly organized of all our retailers.

Yet Abbott recently decided to make Sucaryl available to food outlets *after 11 years* of drug store distribution! Moreover, an Abbott executive has stated that other products will be considered for marketing to food outlets.

■ In announcing this daring step—and believe me this took courage!—Abbott said that it was compelled to recognize "the realities of its marketing situation. Abbott found that Sucaryl was already being sold in as many as one-third of the food stores in some areas. Abbott also found that many of these food outlets were getting Sucaryl *from drug outlets*—the old, old story of trans-shipping and of the most righteous not being above taking a bit of unrighteous profit! Finally, Abbott noted that several large food chains have purchased drug chains—and more of these mergers are clearly on the way.

So Abbott took the plunge.

I am sure there will be some repercussions. But, *on balance*, I am positive the move will work out to the long-term advantage of Abbott.

And *this*, I think, must be the *crux* of manufacturer thinking on this subject. Few business practices fail to include *some* headaches. Few business moves are *all* to the good. The basic questions must therefore be: Is the headache worth inviting? On balance, will we wind up on the plus side—especially for the longer term? And must we take the risk because the realities of the market place leave no other choice?

■ Within one or two years, the infinite variety of discount outlets—including those opened by department stores, variety chains, drug chains, food chains, etc. —will have achieved an annual volume *considerably* in excess of present-day variety and drug chain volume *combined!* Within a few years, they will have achieved a volume approaching 60% to 70% of total department store volume. Moreover in number of merchandising classifications, they will achieve a volume *considerably larger* than that of department stores. (In most hard goods classifications the various types of discount houses long ago ran far ahead of department stores in total volume and this is true right now even in some soft goods classifications.)

That is the reality of the market situation. Most manufacturers of pre-sold brands will be compelled to recognize it. (When you walk through a giant discount store and check the hundreds and hundreds of pre-sold brands on open display, and when you check into secondary brands and private brands made available to discount outlets by makers of pre-sold brands, it is obvious that merchandise lines involving *at least 60% of the total national advertising dollar*, omitting autos and gas, is right now inventoried by these newer outlets! So this isn't merely prophecy—this is established fact.)

If traditional retailers make threats—then manufacturers will be compelled to match threats with stealth. This has always been true in marketing. Indeed, the manufacturer really has little choice, because what the discount outlet wants badly enough it will usually get; very often from the very independent merchant who is squawking the loudest! #

BIZ QUIZ

Answers to questions on Page 94

1. (C) Last year advertising amounted to about $11.6 billion or approximately 3% of personal consumption expenditures.

2. (A) For six years the Los Angeles Times had led all other newspapers in advertising linage. For first half of 1961, the New York Times is second and Miami Herald third.

3. (B) Although newspapers still have double the billings of television, they get most of it from local advertisers. Last year national advertisers spent $1,299,072,069 for tv (network plus spot); $829,727,760 for magazines; $782,149,000 for newspapers.

4. (C) Of total tv time sales the local category represents 18.8%, while network shows get 41.1% and national and regional spots account for 40.1%

5. (B) Last year advertisers spent $316,700,000 for tv talent and programs which was 25% of the industry's total volume.

6. (C) Net delivered audiences of leading stations range as high as 80% greater at night than in the afternoon and morning.

7. (A) When tv networks provide programming and sponsors buy commercials it is frequently called "the magazine concept."

8. (A) Croquis is an art term meaning rough draft, outline or sketch.

9. (B) It was a brand of milk. FTC and National Better Business Bureau are working to eliminate untrue or misleading testimonials.

10. (C) Within five years shopping centers may be getting half of all non-automobile retail dollars. One thousand centers are being built this year and practically all new chain store outlets are located in shopping centers.

11. (B) A Du Pont survey shows that although the figure goes as high as 41% in the West, nationally 25% of gasoline purchases are by credit card.

12. (C) During the first six months of this year stockholders received $6,700,000,000 in dividends, up 2% from 1960's first half.

13. (A) Current market for a membership on the big board is $150,000 bid, $210,000 asked.

14. (A) Last year consumer income for the nation as a whole reached a new high of $402 billion. This amounted to $2,242 per capita.

15. (C) 80% of canned soup is sold by Campbell which is also the largest producer of spaghetti (Franco-American), blended vegetable juice (V-8), frozen meat pies and dinners (Swanson and TV).

16. (B) Prescriptions account for 28% of total drug store sales. Packaged medications of all kinds yield 15%. Cigarets and cigars account for 8%.

17. (B) Our yearly birth rate now exceeds 4,250,000 and the net increase in population is about 3,000,000.

18. (A) Only 10% of Americans are living on farms. Today the average farm worker produces enough food and fiber for 28 people. A generation ago he produced enough for ten and a century ago for only four.

19. (C) King Cotton no longer reigns in the South. Forest products are first and petroleum second.

20. (B) 68,836,385 voted last November. It was 64% of those old enough to vote and nothing to shout about since there are many countries with over 90%.

The Peeled Eye Department . . .

Are You Making the Low Mercaptan Count Boo Boo?

By Dick Neff

Or the Low Distillation End Point Mistake?

Well, we finally know why our old '48 jalopy can only go 75 miles per hour and has to have its carburetor checked every fall.

Seems we've been using gasoline that doesn't use a new rating system called Megatane that goes far beyond Octane to measure not just two, but all 21, of the qualities that Mobil engineers believe should be found in today's ideal gasoline.

Dick Neff

Since the makers of the gasoline I use don't work for Mobil, it's understandable in a way that they don't rate gasoline by quite the same 21 qualities which, you'll be surprised to learn, give Mobil the highest Megatane rating of any leading gasoline. Understandable but reprehensible.

■ True, we've been using gasolines that do have qualities and benefits Mobil gasoline hasn't, such as "carburetor deicing" ("combats stalling"), "fuel line antifreeze" ("stops fuel line freeze-up") . . . you know, trivial stuff like that. But how do we know we're not sacrificing the really *important* qualities and benefits, like "low distillation end point" ("clean burning") and "low mercaptan count" ("no objectionable odor").

What a terrible impression we must be making on our serviceman! Think maybe we should use an under-car deodorant?

Maybe Chicagoans Just Read Slow

"Who put the evening newspaper (that is the *Chicago Daily News*, isn't it?) in this Kellogg's Good Morning ad?" asks Forest Lightle Jr., of Kuttner & Kuttner, Chicago. "Leo Burnett—that's who!"

Can't you just hear Draper Daniels replying, "Grape—Nuts to you!"

So Where You Been All Fortnight?

Well, sir, we felt like Old Father Hubbard when we started going through our Peeled Eye cupboard this time.

Except for the Kellogg's Corn Flakes contribution you see here, the shelf was as bare as a midriff at Cap d' Antibes.

So we got to wondering. Where have we failed our readers? Is it because we fell into bad habits and no longer answer our correspondence? Is it because AA had a lot of special issues in August and September and postponed several columns a few weeks and our formerly faithful contributors think we're dead? Come back, little Shebas, come back! We love every scribbly little line you write.

Meanwhile, we brush a furtive tear away from our poor, moist Peeled Eyes and dig into our old files to see what leftovers remain there.

Ad-ecdote Dept.

Here's an ad-ecdote about Arthur (Bob) Jones, who, when we heard the story, had recently been made advertising and publicity director of the First National Bank, on Milk St. in Boston (and if ever there was a more ill-chosen name for a banker's street from his customers' standpoint, we'd like to hear it).

■ Our story concerns an advertisement prepared for the Foundation for Commercial Banks. Bob had been put on the committee that passes on the foundation's advertising. The illustration for one of the advertisements featured rather prominently a cat which, it was immediately apparent to Proper Bostonian Jones, would not be accepted in the broad-A, Brahmin segment of Boston's feline population.

The theme of the advertisement was that you should patronize a full-service bank.

Bob took one look over the top of his spectacles, adjusted his club tie and said, in the dryest Harvard accent that ever made a popover collapse, "That looks very much to me like a full-service cat."

This is the same Bob Jones, by the way, who, when someone suggested that a survey be made proving or disproving some no-doubt unimportant hypothesis replied, "I'm all in favor of little surveys like this, because they postpone the evil day when we will have to do some thinking of our own."

A great man.

Wall, etc. Signs Dept.

From Frances Benson of Holly, Colo. we heard tell of this sign in a laundromat window in San Fernando Valley, Cal.:

LADIES—LEAVE YOUR
CLOTHES HERE
AND RELAX

"What can I say, darling? It's <u>you</u>!"

New York is a new "little something." And how do women find it? Through The New York Times. It carries more department store advertising than any other New York newspaper. It is first in apparel advertising among <u>all</u> consumer media. Women use it, shop it for just about <u>everything</u>. The New York Times not only serves New Yorkers with the most news . . . it sells them with the most advertising. New York <u>is</u> The New York Times.

More lines are open to the new breed of PA

(and Purchasing Week is his directory)

Only the oldest chiefs remember when the purchasing agent's sole concern was price and a stable inventory.

That's all changed. The new breed of PA has a much broader knowledge of what it takes to make a purchasing decision. And top management, knowing a cut in procurement costs far outweigh sales increases, listens to his counsel. **That rates a feather in his cap.**

Take materials management. Today's PA plays it closer to the chest. Not wanting a large and costly inventory on hand, he looks for a source that has his goods in sufficient quantity and can provide quick delivery. If he doesn't find it, he picks up another line.

He wants all sorts of other things too—lowest price, more product information, new marketing ideas, complete technical assistance and more service in general.

For the business information he bases his judgements on, the modern PA reads PURCHASING WEEK. And advertisers who know tell their stories there.

Calling every week on the man your salesmen must contact

Purchasing Week

McGRAW-HILL'S NATIONAL NEWSPAPER OF PURCHASING

330 West 42nd Street, New York 36, N.Y.

ABC AUDITED PAID CIRCULATION

ABP EDITORIAL LEADERSHIP

Major Advertising Account Changes, Jan.-Sept., 1961

U.S.

ACCOUNT	TO	FROM	BILLINGS (EST.)
*Admiral Sales Corp.	———	Henri, Hurst & McDonald	$2,000,000
American Agricultural Chemical Co. (turf & garden consumer products accounts)	Marsteller, Rickard, Gebhardt & Reed	M. L. Grant Inc.	500,000
American Airlines	DDB	Y&R	6,000,000
American Can Co. (Canco division)	G. M. Basford Co.	Compton Advertising	250,000
American Dairy Assn. (fluid milk, ice cream, cottage cheese & fluid cream items)	Compton Advertising	C-M	2,000,000
American Export Lines	Cunningham & Walsh	Doyle Dane Bernbach	600-800,000
*American Home Products (Boyle-Midway division—Woolite and Lastic Life)	C&W	Maxwell Sackheim-Franklin Bruck	1,000,000
American Machine & Foundry Co. (International group, tobacco division)	EWRR	Knox, Kornfeld & Smith	450,000
American Petrofina Co. of Texas	Weiner & Gossage	Taylor-Norsworthy	———
Anaconda American Brass Co.	Wilson, Haight & Welch	K&E	600,000
Argus Cameras	Kudner Agency	Y&R	1,000,000
Armstrong Cork Co. (building products division)	BBDO	Ogilvy, Benson & Mather	1,350,000
Atlas Powder Co. (chemicals)	Hicks & Greist	Aitkin-Kynett Co.	250,000
*Austin, Nichols & Co. (Grant's scotch whisky)	———	Alfred Lilly Co.	500,000
Babcock & Wilcox Co.	Marsteller, Rickard, Gebhardt & Reed	O. S. Tyson & Co.	300,000
Baker Brand Foods	Burton G. Feldman	Lando Advertising	100-250,000
*Baumritter Corp.	Daniel & Charles	Alfred Auerbach Associates	250,000
Benrus Watch Co.	Lennen & Newell	Grey Advertising Agency	—1,000,000
Hazel Bishop Inc.	North Advertising	Raymond Spector Co.	2,000,000
Blue Bell Inc.	Altman-Stoller	N. W. Ayer & Son	—750,000
Blue Cross of So. Cal.	J. Walter Thompson	Honig-Cooper & Harrington	———
H. A. Bohm & Co.	Klau-Van Pietersom-Dunlap	Gourfoin-Loeff	250,000
Bon Ami Co.	Hoyt Associates	Cole Fischer Rogow	+1,000,000
Bonanza Air Lines	Hal Stebbins Inc.	Gaynor & Ducas	———
Borden Co. (Wyler & Co.)	Campbell-Ewald	R. Jack Scott Inc.	———
Bristol-Myers Co. (Bristol Laboratories)	Sudler & Hennessey	Sproul & Associates	800,000
Brunswick Corp. (MacGregor sport products division)	Roche, Rickerd & Cleary	Hugo Wagenseil & Associates, Graceman Advertising and MacDonald-Cook Co.	500,000
*Bubble Up Corp.	Campbell-Mithun	Murphy Associates	500,000
Bulova Watch Co. (watch account)	SSC&B	McCann-Erickson	4,000,000
*Burlington Industries (House Fabrics Co.)	Papert, Koenig, Lois	J. M. Mathes	250,000
*Butter-Nut (coffee account in seven western states)	Tatham-Laird	D'Arcy Advertising	900,000
California Egg Promotion Board	Walker Saussy Advertising	No previous agency	75,000
California Pacific Utilities Co.	L&N	D'Evelyn-Guggenheim	———
Callaway Mills	Sudler & Hennessey	J. M. Mathes Inc.	250,000
*Calusa Chemical Co.	Hixson & Jorgensen	Wade Advertising	500,000
Carling Red Cap ale	Edward H. Weiss & Co.	Benton & Bowles	500,000
Mary Carter Paint Co.	Ellington & Co.	Lino & Associates	2,000,000
J. I. Case (industrial and utility)	Geyer, Morey, Madden & Ballard	Andrews Agency	300,000
*Cerveceria Cuauhtemoc	Glenn Advertising	Kenyon & Eckhardt de Mexico	1,700,000
*Chesebrough-Pond's (Pertussin, Actin, Seaforth)	William Esty Co.	Compton Advertising	1,200,000
(Odo-Ro-No)	" " "	Ellington & Co.	500,000
Chock Full O' Nuts Corp.	Peerless Advertising (house agency)	Grey Advertising Agency	+1,500,000
*Clairol Inc. (Vitapointe cream hair dressing)	DDB	FC&B	———
Coca-Cola Bottling Co. of L. A.	McCann-Erickson	Murphy Associates	1,000,000
*Coca-Cola Bottling Co. of Los Angeles (Bubble Up and White Rock beverages)	Honig-Cooper & Harrington	McCann-Erickson	———
*Coca-Cola Co. (Minute Maid frozen juice)	McCann-Erickson	Ted Bates & Co.	5,500,000
(Snow Crop frozen juice)	McCann-Marschalk	Kastor, Hilton, Chesley, Clifford & Atherton	
Colgate-Palmolive (Ajax cleanser)	Norman, Craig & Kummel	McCann-Erickson	2,900,000
*Collins Radio Co.	Tracy-Locke Co.	Don L. Baxter Inc. and W. D. Lyon Advertising	750,000-1,000,000
Congoleum-Nairn (floor and wall coverings)	JWT	Keyes, Madden & Jones	1,500,000
Coty Inc.	D-F-S	BBDO and Daniel & Charles	1,500,000
Crane Co. (industrial products account)	Lampert Agency	D'Arcy Advertising Co.	500,000
*Crown Zellerbach (consumer)	DDB (effective Jan. 1)	C&W	+1,000,000
*Cudahy	Knox Reeves Advertising	Bozell & Jacobs	6-700,000
(Seattle Packing Co.)	Knox Reeves Advertising	Miller, Mackay, Hoeck & Hartung	
Dade County Board of Commissioners (Miami-Metro tourist ad budget)	Harris & Co. (effective in October)	Agay Advertising	200-250,000
De Soto Chemical Coatings (wallpaper)	Buchen Advertising	Irving J. Rosenbloom & Associates	250,000
(paint)	Buchen Advertising	Burton Browne Advertising	
*Dulany Foods	Smith/Greenland Co.	Arndt, Preston, Chapin, Lamb & Keen	250,000
*Du Pont (fabrics division)	Rumrill Co.	BBDO	500,000
Du Pont (home furnishings division of textile fibers dept.)	N. W. Ayer & Son	BBDO	———
*Eaton & Howard	Mogul Williams & Saylor	Albert Frank-Guenther Law	250,000
*Ekco Products Co. (housewares)	Edward H. Weiss & Co.	DDB	$ 350,000
Eldon Industries	K&E	GB&B	1,000,000
*Electric Autolite	———	BBDO	———
Elgin National Watch Co.	McCann-Marschalk Co.	JWT Co.	1-1,500,000
Emerson Radio & Phonograph Corp.	Robert Whitehill Inc.	Friend-Reiss Advertising	500,000
Exquisite Form Industries (Magic Lady and Silfskin divisions)	Papert, Koenig, Lois	Regal Advertising Associates	1,000,000
Farmers & Mechanics Savings Bank of Minneapolis	Knox Reeves Advertising	BBDO	150-200,000
*Fawcett Publications (Woman's Day)	Donahue & Coe	C. J. LaRoche & Co.	300,000
(True)	Potts-Woodbury	C. J. LaRoche & Co.	———
Fiat Motor Co.	Woods-Donegan	Grant Advertising	600,000
First Western Bank & Trust Co.	Guild, Bascom & Bonfigli	Grant Advertising	350,000
Food Machinery & Chemical Corp. (Bolens division)	Brady Co.	Jaqua Co.	325,000
42 Products Ltd.	Beckman, Koblitz Advertising	Fletcher Richards, Calkins & Holden	300,000
Freeman Shoe Co.	J. Walter Thompson	Howard Monk & Associates	250,000
*W. P. Fuller & Co. (paints)	Fletcher Richards, Calkins & Holden	Y&R	400,000
General Aniline & Film Corp. (Ansco and Ozalid divisions)	L&N	Reach, McClinton & Co.	1,500,000
General Controls	Compton Advertising	Hixson & Jorgensen	250,000
G. E. (clock and timer division)	N. W. Ayer & Son	Y&R[5]	—1,000,000
(automatic blanket and fan department)	Maxon Inc.	Y&R	———
*G.E. Co. (commercial & industrial portion of large lamp dept.)	Griswold-Eshleman Co.	BBDO	500,000
*General Foods Corp. (Open Pit barbecue sauce)	Ogilvy, Benson & Mather (effective Jan. 1)	Y&R	750,000
General Mills (Betty Crocker, Wheat Hearts, Protein Plus and Hot Toasted bran—Western advertising)	D-F-S	Knox Reeves	———
General Motors Overseas	Campbell-Ewald Co.	Robert Otto & Co.	250,000
General Time (Westclox division)	Hicks & Greist	BBDO	3,000,000
*Glass Container Mfrs. Institute	B&B (effective Nov. 1)	K&E	———
*Goodyear Tire shoe products	Kudner	Compton	500,000
Gordon Baking	N. W. Ayer & Son	W. B. Doner & Co.	600,000
	*Grant (effective Nov. 10)	N. W. Ayer	500,000
*Gulf Oil Co. (TBA division)	EWRR	Y&R	2,500,000
Pez Haas Inc.	Daniel & Charles	Hicks & Greist	250,000
Haloid Xerox (office copier)	Doyle Dane Bernbach	Hutchins Advertising Co.	800,000
(office copier account)* *	Papert, Koenig, Lois Inc.	Doyle Dane Bernbach	800,000
Hamilton-Electrona	Sudler & Hennessey	Wilson, Haight & Welch	———
Hamilton Watch Co. (three divisions)	VanSant, Dugdale & Co.	Beaumont, Heller & Sperling	———
Hanes Hosiery	DDB (effective Jan. 1)	James R. Flanagan Inc.	+1,000,000
Hans Holterbosch (Lowenbrau)	Leber & Katz	F&S&R	— 300,000
*Harris, Upham & Co.	Rockmore Co.	Albert Frank-Guenther Law	250,000
Hawaiian Airlines	Len Carey Advertising	Holst & Male	250,000
*Harwyn Publishing Corp.	Grant Advertising	———	+ 500,000
*Heath Co.	Jaqua Co.	Lawrence G. Chait & Co.	500,000
Henry Heide Inc.	F&S&R	Kelly, Nason	150-200,000
Hilton Hotel Corp. (Waldorf-Astoria)	Kastor, Hilton, Chesley, Clifford & Atherton	Needham & Grohmann	———
Holland House Sales Co.	McCann-Marschalk	EWRR	———
Hunt Foods & Industries	Y&R (effective Jan. 1)	Fitzgerald Advertising Agency	7,000,000
*Institute of High Fidelity Manufacturers	Mogul Williams & Saylor	———	250,000
International GE Co.	BBDO	Grant Advertising	350-500,000
*International Ladies Garment Workers Union	———	DDB	1,000,000
International Silver	DDB (effective Jan. 1)	Y&R	1,000,000
International Tel. & Tel. Co.	Needham, Louis & Brorby	Doyle Dane Bernbach	300,000
*Italian Line	Kastor, Hilton, Chesley & Atherton	C&W	500,000
Jacobsen Mfg. Co.	George H. Hartman Co.	Aves, Shaw & Ring	300,000
*Jordan Development Board (tourist advertising)	DCS&S	No previous agency	250,000
*Kendall Co.	Tatham-Laird	Leo Burnett Co.	1-1,500,000
*Kiekhaefer Corp.	Gardner Advertising	Baker, Johnson & Dickinson	2,000,000
*KLM Royal Dutch Airlines	Ogilvy, Benson & Mather	EWRR	1,500,000
Kohler Co.	Clinton E. Frank Inc.	Roche, Rickerd & Cleary	500-600,000
Laddie Boy Dog Food (and subsidiaries)	Richard K. Manoff	Babcock, Romer, Carberry & Murray	250,000
Lehn & Fink Products Corp. (Stri-Dex, Noreen, Hinds Honey & Almond Cream & Lysette)	F&S&R	Ted Bates & Co.	+1,000,000
Lever Bros. (Air-Wick)	JWT	Foote, Cone & Belding	———
(Dinner-Redy)	JWT	Kenyon & Eckhardt	———
(All line of products)	Sullivan, Stauffer, Colwell & Bayles	NL&B	4-5,000,000
(Swan liquid)	BBDO	NL&B	
(Handy Andy, Spry)	JWT	K&E	3,000,000
(Praise toilet soap)	Reach, McClinton & Co.	K&E	
*Lever Bros. (Rinso brands)	JWT	SSC&B	1,000,000
Liebmann Breweries (Rheingold beer) (New England portion)	Campbell, Emery, Haughey & Lutkins	Foote, Cone & Belding	500,000
Liggett & Myers (Chesterfield, Duke & Oasis cigarets)	JWT	McCann-Erickson	10,000,000
*Liggett & Myers (L&M cigaret)	JWT	D-F-S	17,000,000

(Coninued on Page 102)

Major Advertising Account Changes, Jan.-Sept., 1961

ACCOUNT	TO	FROM	BILLINGS (EST.)
Longines-Wittnauer Watch Co.	Kenilworth Advertising & Broadcasting Productions	Victor A. Bennett Co.	$1,000,000
*Cyril Lord	Colman, Prentis & Varley	JWT	+1,000,000
Lovable Brassiere Co.	Frank Gary Thomas Agency	Grant Advertising	1,000,000
Marlin Firearms Co.	Noyes & Co.	Geyer, Morey, Madden & Ballard	250,000
Martinson's Coffee Inc.	Grey Advertising Agency	Al Paul Lefton Co.	+ 500,000
Mercury Record Corp. (popular)	Herbert Baker Advertising	John W. Shaw Advertising	300,000
(ciassical)	Herbert Baker Advertising	Irving Serwer Advertising	
Minneapolis-Honeywell Regulator Co. (Micro-Switch division, apparatus control and semi-conductor divisions and research center programs) (commercial, residential and home products divisions and corporate advertising)	BBDO C-M	FC&B FC&B	1,500,000
*Minnesota Mining & Mfg. (retail tape & gift wrap division)	MacManus, John & Adams (effective Jan. 1)	BBDO	2,000,000
Mobil Oil Co.	Ted Bates & Co.	Compton Advertising	6,000,000
*Monarch Wine Co.	Del Wood Associates	Grant	+1,000,000
Montgomery Ward & Co. ***	C-M	———	———
Norman M. Morris Corp. (Omega watches)	Lester Harrison Inc.	BBDO	300,000
Philip Morris Inc. (Alpine)	Leo Burnett Co.	DDB	4,000,000
(Benson & Hedges)	B&B	DDB	
*Morton House Kitchens	Guild, Bascom & Bonfigli (effective Dec. 1)	Compton	500,000
*Arthur Murray School of Dancing	Lambert & Feasley	Donahue & Coe	500,000
C. H. Musselman Co.	Gray & Rogers	Arndt, Preston, Chapin, Lamb & Keen	500,000
*Mutschler Bros. Co.	Biddle Co.	Juhl Advertising Agency	250,000
Nalley's	Compton Advertising	Pacific National Advertising Agency	1,000,000
(XLNT Spanish Foods Co.)	Compton Advertising	Atherton Mogge Privett	250,000
*National Brewing Co. (Regal beer)	W. B. Doner & Co.	J. M. Mathes Inc.	———
National Car Rental System	JWT Co.	Gardner Advertising	600,000
National Dairy Products (Kraft Foods) (Industrial products)	Clinton E. Frank Inc. (effective with 1962 campaigns)	NL&B	500-1,000,000
National Gypsum Co.	F&S&R	BBDO	1,000,000
New England Confectionery Co.	———	K&E	1,000,000
Newsweek Inc.	N.W. Ayer & Son	Fletcher Richards, Calkins & Holden	500,000
New York Herald Tribune	Papert, Koenig, Lois	Donahue & Coe	600,000
North Carolina (tourist & industrial advertising)	Bennett-Advertising	Ayer & Gillett	375,000
*North Carolina National Bank	Cargill, Wilson & Acree	Ayer & Gillett	350,000
Oliver Corp.	F&S&R	Buchen Advertising	1,000,000
Otarian Listener Corp. (hearing aid account)	Roberts & Reimers	Mc-Cann-Marschalk	———
Otarion Listener Corp.	EWRR	Roberts & Reimers	500,000
*Outboard Marine Corp. (Johnson outboards, Lawnboy garden products)	Foster Advertising	Ardiel Advertising Agency	300,000
*Packaging Corp. of America	George H. Hartman Co.	Carr Liggett	400,000
*Pakistan Intl. Airlines	Hobson, Bates & Partners	W. S. Crawford	1,500,000
Parker Pen Co. (Parker pens)	Leo Burnett Co.	Tatham-Laird	3,000,000
(Eversharp pencil division)	Leo Burnett Co.	Compton Advertising	
Pep Boys	Gumpertz, Bentley & Dolan	Milton Weinberg Advertising	300,000
*Pepsi-Cola United Bottlers (L.A.)	BBDO	Y&R	———
Pittsburgh Brewing Co. (Iron City beer account)	Ketchum, MacLeod & Grove	Smith, Taylor & Jenkins	500,000
Pittsburgh Plate Glass (glass account)	JWT	BBDO	2,500,000
Planters Nut & Chocolate Co.	JWT	Don Kemper Co.	700,-1,000,000
P&G (Jif peanut spread)	Gardner Advertising Co.	Leo Burnett Co.	———
*Quaker Oats Co. (Flako mixes, Aunt Jemima flours and institutional advertising)	———	Clinton E. Frank Inc.	1,000,000
*Quality Chek'd Dairy Products Assn.	MacFarland, Aveyard	Wentzel & Fluge	850,000
Reader's Digest Assn. (RCA Victor record clubs)	Maxwell Sackheim-Franklin Bruck	BBDO	2,000,000
Renuzit Home Products	Philip Klein Advertising	Arndt, Preston, Chapin, Lamb & Keen	———
Revere Camera Co. (Revere & Wollensak cameras)	EWRR	Jones, Frankel Co. and Keyes, Madden & Jones	+500,000
Richardson-Merrell (Vicks Vatranol nasal medication & Sinex nasal spray)	Sullivan, Stauffer, Colwell & Bayles	Morse International	———
(Clearasil shampoo)	Morse International	BBDO	———
(Clearasil ointment)	Morse International	Lennen & Newell	———
Ronson Corp. (lighters, accessories)	Doyle Dane Bernbach	Norman, Craig & Kummel	1,000,000
*Royal McBee (data processing)	Y&R	C. J. LaRoche	400,000
Ruex Inc.	Post & Morr	Firestone-Goodman Advertising Agency	450,000
Saab Motors	Kleppner Co.	Gotham-Vladimir	250,000
*Salada-Shirriff-Horsey (Salada-Junket division)	C&W	DDB	+1,000,000
Schenley Industries (Long John scotch)	Mogul, Williams & Saylor	Kleppner Co.	———
*Schenley Industries (J. W. Dant Charcoal Perfected)	McCann-Erickson	Kleppner	1,000,000
(Dubonnet account)	Norman, Craig & Kummel	Kleppner	1,000,000
Schick Inc.	Norman, Craig & Kummel	Benton & Bowles	3,000,000
Jos. Schlitz Brewing Co.	Leo Burnett Co.	JWT Co.	15,000,000
Scott Paper Co. (Waldorf bathroom tissues)	Ted Bates & Co.	JWT	$———
Scripto Inc.	McCann-Marschalk	Donahue & Coe	750,000
Scudder Food Products	DDB	C-M	1,000,000
Seabrook Farms (food account)	Al Paul Lefton Co.	Smith/Greenland	500,000
Sears, Roebuck (national ads)	Ogilvy, Benson & Mather	C&W	4-5,000,000
Smith-Corona Marchant	BBDO	C&W	2,000,000
Space Technology Laboratories	Fuller & Smith & Ross	Gaynor & Ducas	+ 300,000
Speidel Corp.	McCann-Marschalk	Norman, Craig & Kummel	1,500-2,000,000
Squirt Co.	Donahue & Coe	Honig-Cooper & Harrington	+1,000,000
A. E. Staley Mfg. Co. (Bu-Tay Products)	Maxon Inc.	Honig-Cooper & Harrington	400-500,000
Standard Oil Co. (N.J.) (portion of institutional)	NL&B	Ogilvy, Benson & Mather	+1,000,000
Stauffer Laboratories	MacManus, John & Adams	N. W. Ayer & Son	+ 165,000
*Sun Oil Co. (industrial, wholesale & liquified petroleum gas products)	Michener Co.	EWRR	250-300,000
Vic Tanny Enterprises (all advertising except western division)	Kastor, Hilton, Chesley, Clifford & Atherton	Stahl & Lewis Advertising	2,000,000
Technicolor Inc.	K&E	McCann-Erickson	500,000
*Texaco	Benton & Bowles	Cunningham & Walsh	11,500,000
Thompson-Ramo-Wooldridge Inc. (bulk of account)	Fuller & Smith & Ross	12 different agencies	1,000,000
Tidy House Products Co.	McCann-Marschalk	Guild, Bascom & Bonfigli	1,500,000
Trans-Canada Air Lines (domestic accounts)	———	Cockfield, Brown & Co.	1,000,000
Trans-Texas Airways	EWRR	Rogers & Smith	400,000
*Triumph of Europe	Ehrlich, Neuwirth & Sobo	Gray Advertising Agency	500,000
U.S. Time Corp.	Warwick & Legler	W. B. Doner & Co.	3,500,000
U.S. Tobacco Co. (Copenhagen snuff, Old Briar & Dills Best smoking tobaccos, Encore cigarets)	Doherty, Clifford, Steers & Shenfield	C. J. La Roche & Co.	1,200,000
(King Sano and Sano cigarets, Model tobacco, premium tobaccos—Lion Head, White Cloud & Antique Mixture No. 38)	Donahue & Coe	C. J. La Roche & Co.	
Vendo Co.	Cunningham & Walsh	Potts-Woodbury	500,000
*Virgin Islands Government (Virgin Islands rum)	McCann-Erickson	———	500,000
Volvo Imports Inc.	Sind & Sullivan	Chirurg & Cairns	1,000,000
Wagner Baking Corp.	Smith/Greenland Co.	Charles W. Hoyt Co.	150-300,000
Weatherhead Co. (Industrial products)	Carr Liggett Advertising	Stoetzel & Associates	+ 500,000
(aviation, LP gas products)	Carr Liggett Advertising	Carlson & Co.	
Webcor Inc. (Dormeyer account)	North Advertising	John W. Shaw Advertising	300,000
Westinghouse Broadcasting Co.	Grey Advertising	Ketchum, MacLeod & Grove	———
Westinghouse Electric Corp. (air conditioning products)	McCann-Erickson	Fuller & Smith & Ross	500,000
*Wilson & Co. (Ideal dog food, B-V meat extract) (consumer package, bulk Bakerite account)	Compton Advertising Campbell-Mithun	Roche, Rickerd & Cleary Roche, Rickerd & Cleary	1,000,000
*Wine Advisory Board	Y&R	Beaumont-Hohman & Durstine	250,000
York Corp.	Al Paul Lefton Co.	Keyes, Madden & Jones	1,000,000
*Yuba Consolidated Industries	Sturges & Associates	McCarty Co.	670,000

Canadian

*Beecham Products Ltd. (Macleans toothpaste)	MacLaren Advertising	McConnell, Eastman & Co.	+ 500,000
Ford Motor Co. of Canada (British cars, Fordson & Ford Tractors and equipment, parts & accessories, "all-product" or institutional advertising)	Vickers & Benson	Cockfield, Brown	900,000
Lever Bros. Ltd. (Success line)	Cockfield, Brown & Co.	Torobin Advertising & Payeur Publicite	500,000
Mead Johnson of Canada	K&E	McKim Advertising	———
*Noxzema Chemical Co. of Canada (shaving products) (suntan lotions and personal insect repellents)	Cockfield, Brown & Co. McKim Advertising	Y&R Y&R	300,000 ———
Parker Pen Co. (Parker pens and pencils)	Leo Burnett Co. of Canada	Walsh Advertising	250,000
(Eversharp pens and pencils)	Leo Burnett Co. of Canada	Ronalds-Reynolds & Co.	
Radio College of Canada	Ronalds-Reynolds	Paul, Phelan & Perry	100,000
*Remington Rand (electric shaver)	Y&R Ltd.	Cockfield, Brown	———
Rock City Tobacco Co. (Number 7 cigarets)	F. H. Hayhurst Co.	Foster Advertising	+1,000,000
Salada-Shirriff-Horsey (Salada tea products)	Ronalds-Reynolds	Leo Burnett Co. of Canada	600,000
(Shirriff, Horsey, Junket, Made-Rite and Watson's brands)	Vickers & Benson	Leo Burnett Co. of Canada	1,000,000
Studebaker-Packard of Canada	McConnell, Eastman & Co.	Tandy-Richards Advertising	400,000
*Timex of Canada	Ronalds-Reynolds	Grant Advertising	250,000
*Underwood Ltd. (Underwood)	Cockfield, Brown	McConnell, Eastman	250,000
(Olivette)	Cockfield, Brown	JWT	

*Account changed during third quarter.

§General Electric announced last October that it would shift the account out of Ayer into Y&R, but in January said that the account would continue with Ayer.

**Doyle Dane dropped the Haloid office copier account 24 hours after getting it, due to an "account conflict" which neither would name (presumably Polaroid, a DDB client, which will enter the copier field).

***Ward has not had an agency since 1957 when the company and Foote, Cone & Belding ended a 22-year relationship.

†Scott moved its account back to Geer, DuBois two weeks after naming Y&R.

Subscription Assn. Picks Delaney as First President

Harold F. Delaney, president, Hardel Publishers Service, New York, has been named the first president of the newly-organized American Assn. of Subscription Agencies.

Roy Hodge, president, Hi Fidelity Circulation Guild, Newark, N.J., was named vp, and Walter H. Lake Jr., president, Publishers Continental Sales Corp., Michigan City, Ind., was named secretary-treasurer. The association has offices at 99 Park Ave., New York.

Preisser Gets New Post

Ketchum, MacLeod & Grove, Pittsburgh, has appointed Bernice G. Preisser director of consumer marketing, a new post. Mrs. Preisser joined the agency as a copywriter in 1955 and was named an account executive a year later. During the last several years she has been associated in a supervisory capacity in the merchandising group.

1020' above average terrain

the extra 377' and new maximum power transmitter means 3217 square miles added with more TV homes than ever before:

NEW TALLER WOC TV TOWER

SERVING THE QUINT CITIES
DAVENPORT BETTENDORF IOWA
ROCK ISLAND MOLINE EAST MOLINE ILL.

WOC-TV Channel 6 NBC
D. D. Palmer, President
Raymond E. Guth, General Manager
Pax Shaffer, Sales Manager
Exclusive National Representatives
Peters, Griffin, Woodward, Inc.

What else would you put in your holiday fudge?

Diamond Walnuts, of course!

Your very best fudge deserves the special crunchy goodness of these choice walnuts. Try 'em in your own favorite recipe—or in this luscious 5-minute version...

WALNUT CREAM FUDGE

1 jar marshmallow cream (7½ to 10-oz. size)	2 6-oz. or 1 12-oz. pkg. semi-sweet chocolate morsels
⅔ cup evaporated milk	1 tsp. vanilla
¼ cup butter	1 cup chopped Diamond Walnuts
1½ cups sugar	
½ tsp. salt	

Mix first 5 ingredients in saucepan. Stirring constantly, heat to boiling, and boil 5 min. Remove from heat. Add chocolate and stir till melted. Stir in vanilla and Diamond Walnuts. Spread in buttered 8" sq. pan. Chill till firm.

Look for this — it means the best walnuts

In the shell. The Diamond brand stamped on every Diamond Walnut shell is your assurance of the freshest, sweetest walnut kernels. They're the pick of the crop—grown only in California. Packed in full 1 and 2 lb. cellophane bags.

Fresh-shelled: The Diamond on the package assures those are "Diamonds" already cracked for you, and packed to stay fresh in vacuum cans or clear bags. Handy recipe amounts, or big holiday baking sizes.

NUT SEASON—*This color page is part of Diamond Walnut Growers' fall holiday campaign in magazines and Sunday supplements, which will carry the bulk of the association's fall-winter advertising (AA, Sept. 18). This ad will run in December Family Circle, Good Housekeeping, Redbook and Woman's Day. McCann-Erickson, San Francisco, is the agency.*

Abbott Starts Seventh Year of Mailings from Overseas to Promote Pentothal to Doctors

CHICAGO, Oct. 17—One of the most durable and successful direct mail campaigns in the international field was described by Thomas Bird, vp and director of advertising of Abbott Laboratories International, who spoke at the Chicago chapter luncheon of the International Advertising Assn.

It is a postcard campaign in behalf of Pentothal, an intravenous anesthetic, which Abbott sells all over the world, and which in many countries has 80% of the market. The postcards are not stock jobs, but represent full-color reproduction of scenes in the countries of origin, with printers there handling the production.

■ The campaign has been running for more than six years, and the list to which it is addressed usually runs about 350,000, comprising doctors and anesthesiologists. The U.S. was added after the success of the campaign had been demonstrated abroad. Translations in about 12 languages are necessary.

The cost of the mailings is a remarkable 4.5¢ per piece, and in some instances costs have been as low as 2¢ per card. Postage stamps are always affixed, to appeal to philatelists and others interested in stamp collecting. The mailing list is provided by Abbott headquarters, which sends gummed labels air mail to the country from which the cards will be mailed.

In areas where addressing and mailing facilities are limited, help is often recruited from orphanages, monasteries, etc. Sweden provides its own mailing lists, as the post office there is in the direct mail business and furnishes all types of mailing lists for the use of advertisers.

■ Mr. Bird said that this is one of the few Abbott direct mail campaigns which produces fan mail, as the company frequently receives letters of appreciation from doctors who have enjoyed getting foreign postcards from many parts of the world. If for any reason the mailings to a given area are cut down or discontinued, the company hears from disappointed medical men who have missed the mailings. They are now sent out about every two months, the frequency having dropped from the rate at which they were initially mailed.

The idea is supported by advertising in medical journals, inserts being used to carry the enlarged reproductions of the pictures on the postcards. The latest mailing represented the 74th in the series, indicating that the idea has lost none of its potency over the years.

Cooper Names Shaller-Rubin

Cooper, Tinsley Laboratories, Harrison, N.J., pharmaceuticals manufacturer, has appointed Shaller-Rubin Co., New York, to handle its advertising, including its divisions, Martin H. Smith Co. and the recently acquired Nordson Pharmaceutical Laboratories. Combined budgets last year were approximately $500,000. Robert E. Wilson Inc. formerly handled Cooper, Tinsley; William Douglas McAdams formerly handled Nordson; the Smith division had no agency.

Wilk Appoints Chyatte

Arthur E. Wilk Advertising, Chicago, has appointed Conrad Chyatte director of market research. Mr. Chyatte, associate professor of psychology in the graduate school of University College & School of Commerce at De Paul University, was formerly director of research of Jordan, Sieber & Corbett.

Craig Named Marketing VP

Texas & Pacific Railway Co., Dallas, has appointed George A. Craig vp of marketing, succeeding Chester G. Hayes, who is retiring. Mr. Craig joined the company early this year.

Seide Joins Mendelsohn

Ray Seide, formerly with Wexton Advertising, has joined David J. Mendelsohn Advertising, New York, as an art director.

Griswold to Reach, McClinton

Roger Griswold, formerly with the marketing department of Batten, Barton, Durstine & Osborn, has been named an account executive in the Los Angeles office of Reach, McClinton & Co. He will service clients previously managed by William Banning, now vp in charge of advertising and promotion with Udico Electric Co.

Hall Joins Edward Petry

Samuel Hall Jr., previously an account executive with KXOK, St. Louis, has been appointed radio sales manager in the St. Louis office of Edward Petry & Co., radio-tv station representative. He succeeds William Oldham, who resigned.

O'Connell Joins Ted Bates

William H. O'Connell, formerly an account executive with J. Walter Thompson Co., has joined Ted Bates & Co., New York, as an account executive on Mobil Oil Co.

IN THE BOAT FIELD

ONLY The SKIPPER REACHES SUCH CONCENTRATED BUYING POWER!

78% of THE SKIPPER readers have annual incomes of $10,000 or more—and 22% earn $30,000 or more!

86% own one or more boats!

90% do some or all of their own maintenance work!

65% spend more than $500 per year on their boats!

43% plan to buy a new boat within the next three years!

No other boating publication offers you such a **selective** buying market for boats and marine supplies. Here are **active** yachtsmen who pour more than $10,450,000 into their hobby **each year** just for maintenance and operation of their boats.

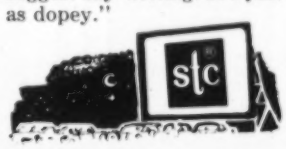
THE SKIPPER REACHES THE SAILOR WHO BUYS!

THE SKIPPER
The National Sailing Magazine
Second Street at Spa Creek
Annapolis, Maryland COlonial 8-1330
National Advertising Office
New York Office
6306 Chrysler Building
New York 17, N. Y. OXford 7-5680

CLIENT MEETING Notes

Account Man Harry: "It's a fabulous idea, Bill!"

Client Bill: "But you can't promote the oldest and largest independent data-processing service on *drive-in screens.* You might as well suggest sky-writing. It's just as dopey."



Account Man Harry: "But it's not commissionable! And besides, you people are the *Cadillac* of the business."

Client Bill: (thinking) . . . *Good old Harry.*

Account Man Harry: "Look at that terrific 1401 Data-Processing equipment you've got coast-to-coast. With your professional personnel, you've got a package that can save time and money for any agency or research department."

Client Bill: (interrupting) "O.K., O.K., but how do we promote it to sophisticated admen?"

Account Man Harry: "Easy! Just let them know you're *problem-solvers—not machine-time peddlers.*"

Client Bill: "Great. Where do we start?"

Account Man Harry: "Why, let's float it in *Ad Age* and see how many rings we leave in the tub!"

stc Established 1933
Statistical TABULATING CORPORATION
NATIONAL HEADQUARTERS
104 South Michigan Avenue
Chicago 3, Illinois
OFFICES IN PRINCIPAL CITIES—COAST TO COAST
THE STATISTICAL MARK OF EXCELLENCE

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

British, U. S. Television May Differ in Specifics, but Not Over-all, James Says

To the Editor: I agree with Terence Wheeler (AA, Oct. 2) on several of the examples he quoted to show specific differences between British and American tv commercials, but not with his general premise that the "over-all effect" is to make British commercial television profoundly different from the American variety. True enough, an over-all effect can be a subjective experience, depending on the person affected, and while Mr. Wheeler is impressed by the differences, I am far more impressed by the similarities.

Commercial production techniques are common to both countries, as might be expected. Special effects and animation (including those diagrammatic X-rays) are used equally freely and for the same purposes. While the announcers' accents and mannerisms are British (and sometimes highly regional), that occupational gesture of holding up the package is internationally standardized.

British copy standards are stricter than ours in some ways, but they do not eliminate all hard selling—or even comparisons, so long as "Brand X" is not too thinly disguised. They even mention butter instead of "the high-priced spread."

Apropos the preferred length of commercials, many British advertisers favored 60-second spots when commercial television started over there in 1955, but within a year the shorter commercials gained considerably. In fact, the 30-second rate is currently used for standard cost-per-thousand calculations in Britain, rather than the "cost per commercial minute" which is widely used in the U.S. While the writer of commercials is very much concerned with the number of seconds he can use and is equally sensitive to the actual length of a commercial when he sees and hears it, I doubt whether viewers in general are very analytical on this point. Stopwatches aside, the *apparent* length of commercials depends largely on their content and the matter of their presentation.

I can certainly endorse Mr. Wheeler's praise of BBC programs, even though they average smaller audiences than the ITV shows—but surely the ever-present competition for viewers is in itself another basic similarity between British and American television.

E. P. H. James,
Vice-President, A. C. Nielsen Co., Chicago.

• • •

Less Bounce to the Ounce?

To the Editor: Imagine what Canada Dry bourbon must do to

COMPARE THE FLAVOR
You'll prefer Canada Dry Bourbon, it's "America's Finest"
6000 POUNDS OF STEEL-PLUNGER FORCE COULDN'T DAMAGE THIS GOODYEAR TIRE!
Tempilite-Proved 3-T All-Weather
$10.77
GOODYEAR

one's stomach if it can do this to a tire.

Alvin Epstein,
Alvin Epstein Advertising, Washington.

•

To the Editor: Add "Interesting ad placements"—I want a set of bourbon-filled tires.

Earle Palmer Brown,
Earle Palmer Brown & Associates, Washington.

• • •

Victor Bennett Emends Small Points in Story on His Agency

To the Editor: May I congratulate you on the excellent story you wrote about our agency? [AA, Sept. 25.]

Perhaps there were only two small items that might require a bit of clarification. One was in the matter of sterling. Inasmuch as we have a London office, we could—in 1955—arrange and accept payments in sterling. In such a case, especially in the early days when there was a sterling-dollar problem, it needed the clearance of the Bank of England and this, of course, was secured.

The other was the instance in which I said we felt that, comparing agencies to magazines, our agency would prefer to be in the category of *Holiday* or *The New Yorker*, rather than in that of *The Saturday Evening Post* or *Life*. At this writing, I understand that my son Duncan is still on the payroll at *The Saturday Evening Post*!

Victor A. Bennett,
Victor A. Bennett Co., New York.

• • •

Attention, Not Conviction, Gets Account, Oldtimer Says

To the Editor: Re editorial Oct. 9 issue Circa 1906. Deaf German, head of candy company, own bookkeeper . . . me, unfrustrated adman. I leaned over the desk and gave him the unflinching eye. "Mr. R, I promise to triple your chocolate business in three months." This was the end of a sales pitch.

I got the account and handled it until World War I. Now youth can do that. What we oldsters forget is that you do not have to convince a man of the truth of your statement—just have his whole attention at the moment. Unconsciously, he accepts your claim at face value and once an idea is planted only time and experience can wither it (if untrue).

Hedges are for back yards, not prime-of-life jobless fellows. You can't lose.

Louis D'Armand (Age 81),
Clearwater, Fla.

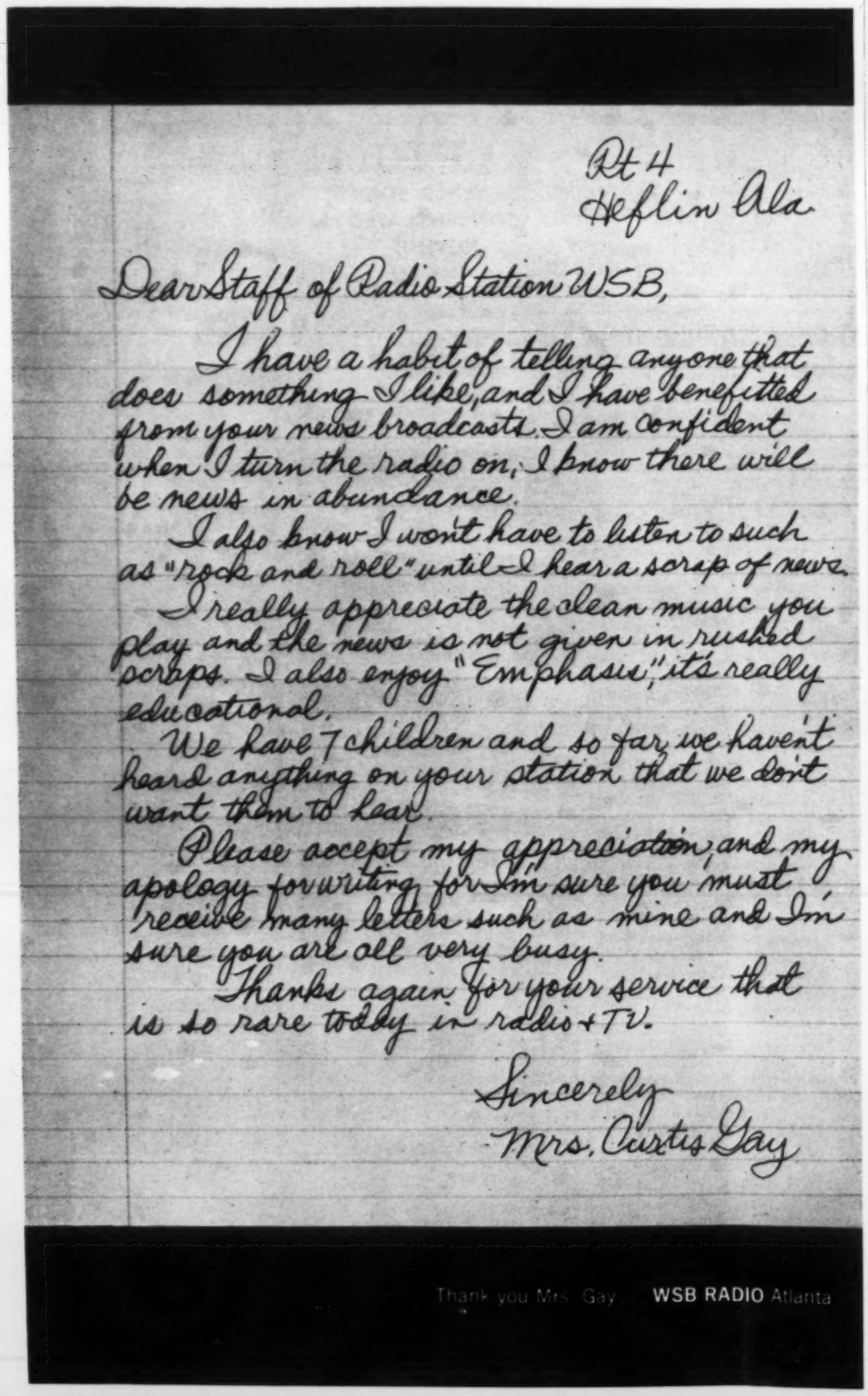
• • •

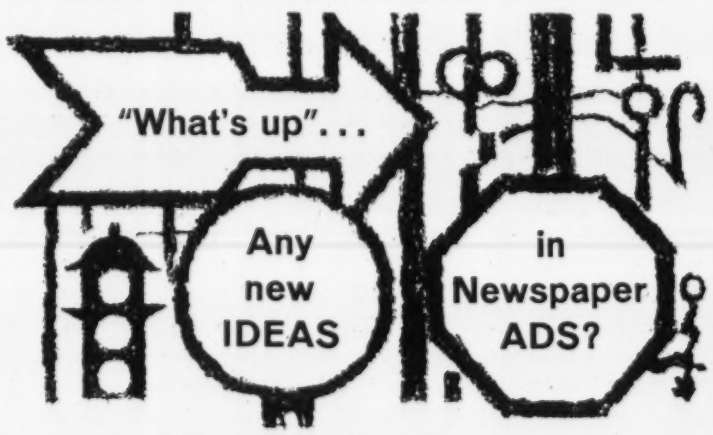
'Chicago Trib' Still First with Theatrical Color Ad, He Insists

To the Editor: Your Oct. 9 issue reported that the *Chicago Tribune's* publication of a full-page color advertisement on Oct. 1 announcing the Chicago opening of "Sound of Music" was the first color page ever run to announce the opening of a theatrical production.

On Nov. 16, 1958, the *Chicago Sun Times*, as reported recently in "Kup's Column," ran a two-color ad to announce a two-week run of "Mazeltov Hoedown."

On Dec. 25, 1955, the *Chicago*


Rt 4
Heflin Ala
Dear Staff of Radio Station WSB,
I have a habit of telling anyone that does something I like, and I have benefitted from your news broadcasts. I am confident when I turn the radio on, I know there will be news in abundance.
I also know I won't have to listen to such as "rock and roll" until I hear a scrap of news.
I really appreciate the clean music you play and the news is not given in rushed scraps. I also enjoy "Emphasis", it's really educational.
We have 7 children and so far we haven't heard anything on your station that we don't want them to hear.
Please accept my appreciation, and my apology for writing for I'm sure you must receive many letters such as mine and I'm sure you are all very busy.
Thanks again for your service that is so rare today in radio + TV.
Sincerely
Mrs. Curtis Gay
Thank you Mrs. Gay. . . WSB RADIO Atlanta



ACB Unduplicated Service

Maybe there is . . . or maybe there isn't anything new or startling in the way of advertising that could help you . . . but we are sure you'll agree that carefully selected ads *can* offer ideas . . . and ideas are what your art and copy department needs! Keep up-to-date . . . keep fresh ideas coming with ACB "Unduplicated" Service. Tell us the "kind" of copy you want to watch . . . and we will send you a single tear-sheet of each release. The cost is moderate.

We read every daily newspaper advertisement

ACB THE ADVERTISING CHECKING BUREAU, INC.
NEW YORK, 353 Park Avenue South • CHICAGO, 18 South Michigan Avenue
MEMPHIS, Tenn. • COLUMBUS, Ohio • SAN FRANCISCO, 51 First Street

Send today for descriptive material and free catalog.

Tribune, our records indicate, ran a four-color ad to announce a two-week run of the "Hollywood Ice Revue."

At the time we called our "Sound of Music" ad to your attention, we did not feel that the "Mazeltov Hoedown" (a Yiddish vaudeville show) or the "Hollywood Ice Revue" (a musical ice show) were in the same class of legitimate theatrical production as "Sound of Music" (a Rogers and Hammerstein musical).

Perhaps they are. If so, we must apologize for erroneously claiming that the first color ad announcing the opening of a "theatrical production" was published by the *Tribune* on Oct. 1, 1961, when the first such ad actually appeared in the *Tribune* on Dec. 25, 1955.

Paul C. Fulton,
Advertising Manager, *Chicago Tribune*.

• • •

More Than Feedback Circuits Control Nuclear Reactors

To the Editor: Gerard Piel's provocative article (AA, Oct. 2) may leave readers with the erroneous impression that only "dozens of feedback circuits in the depths of a nuclear reactor control the dreadful flux of atomic particles in which no living things could survive."

Were these the only means of control to protect citizens from the possibility and consequences of a nuclear accident at a nuclear power station in a population center, then I fear that the atomic industry would grind to a halt tomorrow.

To the contrary, according to S. J. Harris's book, "Nuclear Power Safety Economics," it is the very cost of nuclear safety that keeps atomic electricity uneconomic. Nuclear safety today is an amalgam of containment, site selection, shielding, automatic control and a host of other factors which figure in about 60% of the cost of design, construction and operation of a nuclear power reactor.

Samuel Small,
President, Pilot Books, New York.

• • •

Personals . . . Of Purest Ray?

To the Editor: I'm a copywriter. I didn't write the enclosed gems of

BEAUT. COLLEGE GRAD in 20s, seeks her psychological and scientific counterpart. Here's a poet's loveliest inspiration, a picture no artist could paint, the girl you'll want to show to your family and shield from your friends. Call for appt. Scientific Marriage Center, 842 Lincoln. AC. 2-8044.

YOU'LL BE PROUD of this lithe music teacher; plays piano so feelingly that she could evoke tenderness even from the heart of a Communist. Scientific Marriage Center, 842 Lincoln. AC. 2-8044.

YOU'LL ENJOY every minute spent with this pretty, pleasant petite package of personality. You may qualify if you are a youth past 47. Scientific Marriage Center, 842 Lincoln.

creative genius, from the *Denver Post*, Sept. 19, 1961, but I sure wish I had!

Mary Ella Rapp,
Conner Advertising, Denver.

• • •

Little Old Nikita

To the Editor: Can it be that the name of the Prime Minister of Russia has been overlooked by our cartoonists and politicians?

Old Nick to me means a friendly kind of name for Satan, devil, Bad Spirit, ogre, Beelzebub, or maybe not so friendly.

Perhaps he is Satan after all.

Harry Becker,
Charleston, S. C.

• • •

Simca Dealer Challenges Volkswagen Dealer's Letter

To the Editor: Re: The Creative Man's analysis of the Simca-Volkswagen comparison ad (AA, Aug. 14), we too were "interested and amused" by John C. Dowd's letter defending VW in your Sept. 18 issue.

While we have no desire to prolong the controversy, we cannot allow some of Mr. Dowd's statements to go unchallenged. (Incidentally, the discussion is now largely academic, because the new Simca '5' introduced Sept. 27—with its new 65-horsepower, 5-bearing-crankshaft engine—outstrips VW even further in many respects.)

First, Mr. Dowd denigrates Simca's much larger effective braking area by saying, "If you will never need it, why pay for it?" For a very good reason, indeed, which engineers call the *safety factor*. The provision of extra capacity, above any normal needs, is standard engineering practice in building almost anything from bicycles to bridges. This "needless" extra braking capacity in Simca minimizes the possibility of overheating on long descending grades, with attendant excessive brake lining wear and dangerous "fade."

As for Simca's 12-volt electrical system, which Mr. Dowd also considers superfluous, may we merely point out that Renault, Fiat and Ford Anglia, among other VW competitors, *also* have the 12-volt system. Not for "prestige," but for better, more dependable performance. Apparently we're all out of step except Volkswagen.

Mr. Dowd begs the question again when it comes to VW's lack of an oil filter. It may be true, as he says, that it takes "about three years to save enough oil to pay for one filter. The engine will run about as well either way." What he *doesn't* say is that unfiltered oil results in much faster wear, which eventually means big repair bills. In the long run, Simca's oil filter saves far more than it costs.

But Mr. Dowd gets *way out* on a very shaky limb when he says that Volkswagen "carries as many people and as much luggage as comfortably as the Simca," despite Simca's 4.7" greater length, 1.1" greater width, and 443-lb. greater weight. In the first place, Simca's extra length is *not* just in "false noses and tin bustles" as he infers. It provides extra *passenger room* and *luggage space*. In the second place, Simca's *wheelbase* is almost 2" longer. As any automobile man should know, longer wheelbase plus greater weight equals better ride.

So we challenge Mr. Dowd to the following friendly test: We will drive up in a Simca carrying *five* normal adults and a trunkful of luggage. Then let him try to cram the same five passengers *inside* the Volkswagen, much less seat them comfortably. It will be interesting, too, to see where he's going to put all the luggage that comes out of the Simca's trunk.

As our ads say, we *welcome* such comparison, which Mr. Dowd professes to feel is "dishonest." But he tips his hand when he adds, "we feel that it would stimulate interest in our competitors." (No wonder!) Can it be that VW shrinks from comparison? It apparently prefers to attract attention by portraying itself as a conversation piece—a "bug" that floats. Perhaps the best way to distract attention from deficiencies *is* to laugh them off.

Right now, while Simca is giving prospects solid facts about the greatly increased power, smoothness, quietness and dozens of other improvements in the new Simca '5'—Volkswagen is drolly referring to 1962 as its "year of the big change" because it has finally added a gas gauge.

Simca will continue to invite critical comparison with VW because comparison proves Simca's superiority, point by point. The more people who accept our invitation to take a "showdown drive" in both cars, the more will select Simca *on its merits*.

Ed Fawcett,
President, Ed Fawcett Inc., Santa Clara, Cal.

PBC

is proud to be in Broadcasting

We are proud to be in the broadcasting business. We feel the potential of this business, for the public good, to be unlimited. We recognize that we are living at a moment when broadcasting can make its greatest contribution to American life. We are living in an age where man has progressed in mechanical knowledge to an extent that he now has in his hands the power to cause the destruction of civilization as we now know it, or the power to bring forth a better life than man has ever known.

We believe that in the operation of radio and television stations we can make a significant contribution to this better life. *(Taken from comments by Herbert E. Evans, President, Peoples Broadcasting Corporation, to Federal Communications Commission.)*

PEOPLES
BROADCASTING CORPORATION
246 North High Street • Columbus, Ohio

WNAX, Yankton, S. D. WTTM, Trenton, N. J.
KVTV, Sioux City, Iowa WMMN, Fairmont, W. Va.
WGAR, Cleveland, Ohio
WRFD, Columbus, Worthington, Ohio

A subsidiary of Nationwide Mutual Insurance Company, Columbus, Ohio

Deason Collins Rogers Isaacs Skoog

Cuny Hatch Scovill Swanson Rubens

DALLAS NAB—*Audience response to National Assn. of Broadcasters' President LeRoy Collins at the fall Dallas meeting was provided by Willard Deason, KVET, Austin; W. D. (Dub) Rogers, West Texas Television Network, Lubbock; James M. Isaacs, KPAR-TV, Abilene; Herb Carl Skoog, WENS, San Antonio; Gene Cuny, KRLD-TV, Dallas; George C. Hatch, KALL, Salt Lake City; Edward E. Scovill, CBS-TV; Bill Swanson, KTUL-TV, Tulsa; and Walter Rubens, KFBM, Beaumont.*

IN THE MORNING

WASHINGTON DRIVES TO WORK ON WRC

Washington drives to work and it drives **early** . . . staggered working hours, long distances and (gulp!) traffic. WRC is the capital's favorite companion during drousey time in the morning. And, don't forget, Washington is the nation's tenth market.

Facts: WRC lands in first place for every quarter hour between 7:00 and 8:30 A.M. (7:30, by the way, hits a nice, round 8.0.) Source: Pulse, July-August, 1961. (Mon.-Fri.)

Whatever you make—and you want to make sales—make sure WRC gets your message.

WRC-980 NBC
NBC Radio in Washington
REPRESENTED BY NBC SPOT SALES

Book Gives Brisk, Straightforward View of Advertising Work

NEW YORK, Oct. 17—"Despite its reputation for glamour and high pay, advertising offers the beginner as low wages as any you can find."

"Advertising is a fast-paced and highly competitive business. One reason beginners' salaries are low is because there is no dearth of applicants."

"The structure of an advertising agency, no matter what its size, can change as quickly as a client's mind can change—and when a client changes his mind, and changes his agency, it often means the elimination of jobs all up and down the line. Job insecurity is one of the best known aspects of the advertising business, and there are always some valuable and talented people who, for reasons beyond their control, are out of work."

"It is not publishing. Nor is it show business. It is not a science and it is not a profession. Advertising is a business, because it offers something for sale."

■ These are some of the facets of a new, straightforward and brisk book aimed at young people. "So You Want to Go into Advertising" is published by Harper & Bros., priced at $3, and written by Bernard Ryan Jr., who graduated from Princeton in 1945, worked in broadcasting, joined Batten, Barton, Durstine & Osborn in 1950 and is now a radio-tv copy group head at BBDO.

It is a comprehensive treatment of what agency work is like—contact, creative and services. It discusses the wide range of advertising, what training is helpful for the business, and gives advice on methods of getting into it. "This book is not written to sell you on advertising," says a foreword, "It is written to give you a full understanding of all that is involved if *you* want to go into advertising."

■ Advertising men who read the book, or who recommend it to young people interested in advertising, will find it factual, fair and temperate. "Whatever business or profession you enter," Mr. Ryan writes, "your early years will mean learning as you go, long hours, hard work, and low pay. Advertising is no exception. It has its hardships in those respects, and it has others which are somewhat peculiar to advertising." He deals directly with the problems of committees and revisions, and those of pressure and pace. "Advertising men are perhaps too famous for their ulcers; if you are the ulcer type, you will get an ulcer more quickly in a dull business than you will in advertising, for your excited, tense nature will be frustrated by dullness. Advertising is an exciting, high-paced business that attracts excited people, but *no* business *gives* ulcers."

■ Similarly, he writes that "the advertising man's reputation for jitters and high pressure is spread partly because ulcers and jitters and high pressure are the stuff of which contemporary drama is made. Many are the advertising men who have lived to a ripe old age with stomach intact and heart beating soundly."

According to Mr. Ryan, most advertising men are well-educated and companionable, with about the mixture of stupid men and neurotics and egocentrics as one would find elsewhere. He adds that "if you are bright and hard-working, it will not fail to be noticed. And in advertising you will not find seniority or tradition or a clause in a union contract standing between you and promotions and raises in pay. If you are dull or lazy, that will be hard to keep secret, too." #

WTVJ Sells 40-Second News

WTVJ, Miami, has added four sponsors for its 40-second news and weather programs scheduled during prime time station breaks. Hudson Pulp & Paper Corp., Ward Baking Co., Nestle Co.'s Nescafe and Jos. Schlitz Brewing Co. will back the nightly shows on a rotating basis. Of each "programette," 20 seconds will be devoted to a sales message.

Marge Kerr Moves Office

People & Productions, the tv casting and talent consulting agency headed by Marge Kerr, has moved to new offices at 221 E. 50th St., New York. Miss Kerr was casting director at Young & Rubicam and an executive at William Morris Agency before going into business for herself.

the newspaper that PRINTS MORE LETTERS than any other in the U.S.A.

How many letters does your favorite newspaper print . . . three, six or nine? Some papers print none. They shout their own voice, but give none to the subscriber.

■ It has been claimed by OUR READERS that the Orlando Sentinel gives more space to letters from the public and prints more letters from the public than any other paper in the whole world.

■ We also answer most letters with a brief editor's note. Some are controversial, some are entertaining, but all are informative.

■ We never leave a reader hanging on a limb with a question or wondering where we stand on any subject.

■ Sometimes, we have to run an extra page to get everybody's letter . . . everybody's opinion in the paper.

■ Somehow, we like to recognize our paid up subscribers and give them a voice as loud as our own.

■ Readers get closer to us, keep us closer to the people and therefore make subscribers more effective buyers of our advertised products. That's why we outsell Miami, Jacksonville and Tampa papers 6 to 1 in Central Florida.

MARTIN ANDERSEN
Editor/Owner/Galley Boy/Letter Answerer

Orlando Sentinel-Star
ORLANDO, FLORIDA

GATEWAY TO THE MOON ■ ORLANDO SERVES CAPE CANAVERAL

IN THE EVENING

WASHINGTON DRIVES HOME ON WRC

The latest Pulse report (July-August, 1961) (Mon.-Fri.) puts WRC in first place (or tied for first) in every quarter hour between 5:00 and 6:45 P.M. This means that during evening driving time we reach more listeners than another station.

Not surprising! WRC's brand of unbeatable news coverage, music and weather attracts the kind of people that make the nation's tenth market so responsive. And it attracts **more of them** at the key driving hours.

In the evening, make Washingtonians aware of your brand.

WRC-980 NBC
NBC Radio in Washington
REPRESENTED BY NBC SPOT SALES

KSIX Rejoins CBS Radio

KSIX, Corpus Christi, Tex., a former affiliate of CBS Radio, has resumed its affiliation with that network, effective Oct. 1.

Goodwin Adds Knapp-Sherrill

Goodwin, Dannenbaum, Littman & Wingfield, Houston, has been retained by Knapp-Sherrill Corp., Donna, Tex., canners.

Palmer Elects Hills VP

Stephen E. Hills, manager of the public relations department of T. N. Palmer & Co., New York, has been named a vp.

United Travel to Berking

United Travel Agency, New York, has named Max Berking Inc., New York, to handle advertising.

EVERYBODY WINS—*Pacific Northwest Bell Telephone Co. is using ads like this in Washington and Oregon dailies and weeklies plus radio spots to promote its "world's easiest, most rewarding contest." First prize winner will be allowed to invite any out-of-stater for a seven-day expenses-paid vacation in Oregon and will receive $500 in merchandise. Guild, Bascom & Bonfigli is the agency.*

High Court Refuses to Review Miami TV License Revocation

WASHINGTON, Oct. 17—The way was clear for the first tv license revocation in history, as the Supreme Court last week refused to review a Federal Communications Commission decision reassigning Miami's Channel 10 to L. B. Wilson Inc.

Since 1957, Miami Channel 10 has been licensed to Public Service Television Inc., a subsidiary of National Airlines. The commission reexamined its award to Public Service after the court of appeals here remanded the 1957 grant for further investigation in the light of charges that undue influence had been exerted on former Commissioner Richard Mack.

■ An FCC decision in July, 1960, held that Public Service, and two of the three other original applicants in the four-way contest for Channel 10, were guilty of off-the-record efforts to influence the commission's decision. L. B. Wilson Inc., as the sole surviving original applicant, was awarded the channel, with a proviso that its original license will be subject to renewal after four months. L. B. Wilson proceeded to build a station, but continued appeals by Public Service have prevented it from going on the air.

Unless the Supreme Court can be induced to reconsider the action, the commission's award to L. B. Wilson is expected to become effective in the near future. #

Watrous Joins Wilson, Haight

Richard F. Watrous, formerly senior copywriter on electronics, flight systems and recruiting for General Electric Co., has joined the copy department of Wilson, Haight & Welch, Hartford, Conn.

'Writer's Digest' to Schwab

Writer's Digest, Cincinnati, has named Schwab, Beatty & Porter, New York, to handle advertising for its writing courses and books. There was no former agency.

WBT Boosts Babb

WBT, Charlotte, N.C., has promoted James G. Babb Jr., formerly regional sales manager, to sales manager.

THERE ARE HOLES IN YOUR LOS ANGELES COVERAGE

without the Copley Los Angeles Newspaper Group

To reach the families who live in the vast—and vastly important—hometown market surrounding Los Angeles proper, advertise in the Copley Los Angeles Newspaper (CLAN) Group. The CLAN Group includes eight dailies and their 18 shoppers, covering more than 62 key suburban communities and areas. Total ABC circulation: 98,832. Total shopper distribution: 410,550. Total CLAN Group package: 509,382. Buy the entire Group with one order, at a discounted flat line rate of $1.50, or a bulk discounted rate (5,000 lines or more during the fiscal year) of $1.40 a line. The bulk rate represents a saving of 36 per cent! For detailed information on the Copley Los Angeles Newspaper Group, ask any office of NELSON ROBERTS & ASSOCIATES, INC.

COPLEY LOS ANGELES NEWSPAPER (CLAN) GROUP: Alhambra POST-ADVOCATE • El Monte Post-Advocate • Alhambra Post-Advocate Shoppers / Burbank DAILY REVIEW • Burbank Review Shopping News / Culver City STAR-NEWS & Venice EVENING VANGUARD • Culver-Palms Advertiser • Mar Vista Advertiser • Venice Advertiser • Baldwin Hills Advertiser / Glendale NEWS-PRESS • Glendale News-Press Shoppers / Monrovia DAILY NEWS-POST • Monrovia-Duarte News Advertiser / South Bay DAILY BREEZE (Redondo Beach, Palos Verdes, Torrance, El Segundo, Manhattan Beach, Hermosa Beach) • South Bay Breeze Advertisers • South Bay Breeze Peninsula Advertiser / San Pedro NEWS-PILOT • San Pedro News-Pilot Advertiser

"THE RING OF TRUTH" Copley Newspapers

THE LANDING STRIP

as seen by
JOHN BURGOYNE & BILL MASTERSON

Readers say:
"New Super Market Survey Best Ever!"

Burgoyne's hot-off-the-press 1961 Super Market Survey is already receiving high praise from those who have had a chance to peruse its 48 pages of buying-habits information.

And little wonder!

For nowhere else will you find such a comprehensive development of facts on shopper attitudes, on shopping trends, on the *real* "reasons why" of buying decisions, as in this 8th Annual Survey. For instance, you may not be surprised to learn that 97% of shoppers interviewed have a favorite supermarket at which they buy most of their food. Yet, we think you'd be impressed at the summary and percentage breakdown of reasons for selecting a favorite supermarket—all neatly printed on page 15 of this 1961 edition.

In all, you'll find the answers to some 28 questions-of-importance to anyone dealing with a product sold through supermarkets. That's why, though this Survey is actually made especially for store operators themselves, we get a small deluge of requests each year from advertiser and agency people.

If you would like to order a copy for your own use, simply clip a dollar bill (our cost) onto your letterhead and send it to: Merchandising Director, Burgoyne Index, Inc., 1705 First National Bank Bldg., Cincinnati 2, Ohio. We'll send your Survey postpaid.

Burgoyne Index, Inc.
marketing and sales research
FIRST NATIONAL BANK BLDG. CINCINNATI 2, OHIO
CHICAGO OFFICE: Sylvester Bldg. PHILADELPHIA OFFICE: 401 Lloyd D

St. Paul Insurance Alters Name, Trademark, Runs First Consumer Ad in 108-Year History

ST. PAUL, MINN., Oct. 17—Needs of 12,000 independent agents selling in an increasingly competitive 50-state market helped persuade St. Paul Insurance Companies, one of the nation's top 20 general insurers, to use consumer advertising for the first time in its 108-year history.

This was explained by W. G. Smith, assistant secretary in charge of marketing for the group, which includes St. Paul Fire & Marine; St. Paul Mercury; and Western Life insurance companies.

"We had always operated on the theory the agent should, first of all, sell himself," he said. "We gave strong support by providing mats and copy for local advertising, along with direct mail and other promotion materials."

■ The formula worked well for more than a century. Premium income, exclusive of life insurance, amounted to more than $173,223,000 in 1960.

But with stiffer competition from direct selling companies and others of St. Paul's type boosting their advertising outlays, it became evident additional selling tools would be needed.

"Our agents wanted national identification for the company and its pioneering insurance policies," Mr. Smith said.

The move into consumer advertising, which broke in the midwestern edition of *Time* Sept. 29, was one result of the company's retention of Campbell-Mithun as its marketing consultant in September, 1959.

Another was adoption of a new name and a trademark of modern design. Directors approved the globe-clock symbol with its "Serving you around the world . . . around the clock" slogan in July and it was first shown to the public in the *Time* ad.

■ Mr. Smith pointed out that the splashy, three-page gatefold in color was part of a six-month campaign to promote St. Paul's Multicover plan (up to 40 or more insurance policies in a single package).

Additional ads will appear in the Nov. 24 and mid-January and mid-March issues of *Time*.

The campaign also involves new agent incentive programs, audio-visual selling, direct mail and field-man prospect calls.

Mr. Smith said *Time* was chosen to carry the first consumer advertising because 82% of its readers are business people.

"Therefore they are excellent Multicover prospects," he said. "*Time* offers regional editions and the stature and prestige in keeping with the St. Paul's reputation."

The ad series will reach a 13-state area containing 30% of the U.S. population, concentrating on an area where the St. Paul has its greatest share of the market.

The states are Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Nebraska, North and South Dakota, Ohio and Wisconsin.

■ Mr. Smith disclosed that St. Paul is also using b&w ads in *Business Week* and *Data Processing* to push its exclusive new policy covering losses a business may incur if its data processing system is destroyed or damaged.

"This is one of the many areas in which the St. Paul has been a pioneer in the insurance industry," explained Tom Dolan, account executive at Campbell-Mithun. "At least one of our objectives in using consumer advertising is to make sure that St. Paul gets credit for such advances."

The first *Business Week* ad appeared in the Oct. 7 issue, with a second scheduled for Nov. 4. It will run in the October and November issues of *Data Processing*.

Mr. Smith said Campbell-Mithun will be the agency for the St. Paul's consumer advertising and C. T. Holmgren Inc., St. Paul, will continue to handle insurance trade ads.

■ The new St. Paul's trademark, Mr. Smith said, is the outgrowth of nearly two years of research and discussion within the company.

Campbell-Mithun, in May, 1960, arranged for a survey of insurance buyers to test their reaction to suggested new names for the company, then known as the St. Paul-Western Companies or, in the Twin Cities area, as simply St. Paul Fire & Marine.

In four cities, consumers interviewed said they liked "The St. Paul Insurance Companies" because it is easy to remember and tells what the company sells.

The new name has been official since July 1.

Next, potential customers were asked what factors influence their decision when they buy insurance.

Researchers found the top appeals to be more protection for the customer's premium dollar, policies tailor-made to the individual's needs and fast, fair, efficient claims service.

■ Artists and copywriters took over at this point, experimenting with designs aimed at matching the company's strong points with needs of buyers.

Six were selected for testing in December, 1960, along with those of leading competitors. Another survey in June, 1961, included company agents in Atlanta, Pittsburgh, Indianapolis and Omaha.

The revised globe was an overwhelming choice of agents and also ranked high with customers, Mr. Smith said. The clock was added to complete the service appeal.

■ "The old globe indicated we were a large company," Mr. Smith said. "The new cogwheel shows that because of our size we can offer service to our policyholders any time, anywhere.

"It is a dramatic symbol which identifies the St. Paul from other insurance companies and from other companies using the globe symbol," added Mr. Dolan.

The color blue will be used with the trademark, Mr. Smith said, because it suggests "distinction and achievement, indicates truth and integrity, is masculine and conservative, and contrasts with the red used by many competitors." ≠

Never before this coverage, this convenience, never so much protection for your dollar!
One complete insurance package . . . one agent . . . one premium to pay
So many and great are the advantages of the Multicover Plan, we're running our first ad to the public in 108 years to tell you about them!
All the PROTECTION — or as much as you need — can be included on your ONE MULTICOVER PACKAGE
THE ST. PAUL
THE ST. PAUL MULTICOVER PLAN

FIRST AD—*St. Paul Insurance Companies breaks with its first consumer advertising in 108-year history with this page showing its new trademark.*

Hazard Adds Ciba Products

Ciba Pharmaceutical Products Inc., New York, has appointed Hazard Advertising Co., New York, to handle its veterinary products which it recently moved into its animal health marketing division. Hazard also handles the feed additive products which make up the rest of the division. The veterinary products were previously handled by William Douglas McAdams Inc. The account has been fairly inactive, but billings are expected to pick up in 1963 and '64 with the introduction of new products.

Kwikset to Carson/Roberts

Kwikset Sales & Service Co., Anaheim, Cal. lock maker, has named Carson/Roberts to handle its advertising. At the same time, the agency appointed Ken Sullet a copy supervisor. He was formerly a copywriter with the agency.

WSJS, WSJS-TV Name Clapp

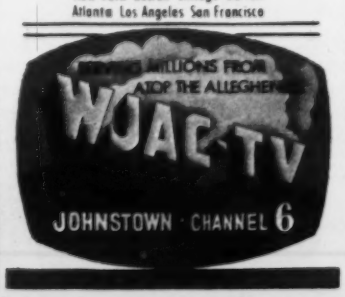
Charlie Clapp has been promoted from promotion assistant to promotion manager of WSJS and WSJS-TV, Winston-Salem, N.C., replacing Richard Barron, who has been named assistant to the manager.

What they see on WJAC-TV

THEY BUY!

Statistics may be a pretty dry subject, but they do show that more people watch WJAC-TV in the Johnstown-Altoona market than any other station. (The statistics are those of both Nielsen and ARB.) It's more important, however, to know that WJAC-TV turns those statistics into sales for dozens of happy advertisers.
Whatever you have to sell, you'll sell it faster, and in greater quantities, to the purchasing people who watch WJAC-TV!

For Complete Details, Contact:
HARRINGTON, RIGHTER AND PARSONS, INC.
New York Boston Chicago Detroit
Atlanta Los Angeles San Francisco



AS LOCAL AS A BACK SCRATCHER!

WESTWAYS MAGAZINE
hits the spot for local Southern California advertisers!

Kerrs • Knudsen Creameries • Security First National Bank • Southern California Gas Company • Rose Hills Memorial Park • M.V. Shearwater Harbor Tours • United California Bank • Marineland • Southern California Edison Company • Pacific Ocean Park • Pacific Telephone Company and a host of other fine representative accounts.

WESTWAYS MAGAZINE
232,203 ABC Net-Paid Circulation

Covers 8% of the households in Southern California

2601 South Figueroa Street, Los Angeles 54, California. RIchmond 83111.

Ask for a copy of the **Study of Reader Interest in Westways** conducted by Facts, Consolidated.

At ABC Meeting . . .

World Affairs Unit Needed to 'Sell' U.S., Brower Says

CHICAGO, Oct. 20—Charles H. Brower, president of Batten, Barton, Durstine & Osborn, today proposed that a new Department of World Affairs be organized as a department of the U. S. government to sell and advertise America to the world.

Speaking at the annual meeting of the Audit Bureau of Circulations, Mr. Brower asserted that the "job to be done is so important that it must have the authority and the status of a department with a secretary in the President's cabinet.

"Just as the State Department deals with the world's statesmen, the Department of World Affairs will deal with the people of the world. It will drain from their minds the poison of Soviet lies and tell them the truth about America."

■ Mr. Brower ripped into such well-known critics of the advertising field as Arthur Schlesinger Jr., John Kenneth Galbraith, Dr. Arnold Toynbee, Alvin H. Hansen and Arthur Miller. "I am not going to discuss the economic stupidity of such views today," Mr. Brower said. "I merely point out that these people are attempting to dismantle our only possible propaganda apparatus just when we need it most. It is much as though they had decided to fight the U. S. Navy."

He maintained that the U. S. needs a sales manager, an advertising manager, and a staff in the field to sell America. "And we either ought to get it, or we ought to stop asking why we can sell corn flakes and not democracy. And we ought to stop wondering why our international sales curve continues to drop, month by month, and year by year."

■ In presenting his annual report as board chairman of ABC, William R. Farrell, director of marketing services, Monsanto Chemical Co., called attention to the "tremendous pressures" which have been brought on the advertising industry during the last few years, and he added that many of the actions taken by ABC during this period were the indirect results of these economic pressures.

"A year ago, for example, advertiser, agency and media practices bore the brunt of ill-informed, but vocal, criticism from many sources," Mr. Farrell said. "While much of this criticism has subsided, we are still not out of the woods.

"With reduced profits, most company managements put pressure on advertising and marketing executives to increase the effectiveness of their efforts—often with smaller budgets to work with. These pressures were, in turn, felt all the way down the line.

■ "Accounts have shifted from one agency to another like never before in the industry's history. Mergers are more numerous than in any other period of the industry's history. Advertisers and agencies are spending more money in research today than ever before—trying to learn the answers to questions that have never before been answered."

Turning to the race for increased circulations, Mr. Farrell asserted that "the battle of circulation numbers has forced many publishers to turn to special efforts in selling subscriptions and single copies. In some newspaper markets, the lead in circulation sales between competing papers is so close the outcome has depended upon the results of the bureau's audit investigation."

■ At a meeting of the magazine division of ABC, Curtis Publishing Co. recommended two basic changes in current ABC rules to check the cut price sales of magazines by subscriptions, and to curb excessive discounts and bonuses on newsstand sales.

E. Huber Ulrich, senior vp and director of circulation of Curtis, made the proposals in a letter to ABC directors. He recommended changes to:

1. Require that a subscription to qualify as net paid circulation must be sold at not less than half of the aggregate single copy price for the number of issues covered by the subscription.

2. Remove from net paid circulation the single copy sales of an issue where there is direct financial inducement for wholesalers or dealers to "eat copies."

(The practice of "eating" copies arises from a discount or bonus system offered on an ascending scale with each point in the scale retroactive over all copies, thus making it financially profitable at certain points for the dealer or wholesaler to "eat" or destroy sufficient copies to achieve the next highest rate of discount.)

Mr. Ulrich said Curtis believes that present practices in cut rate subscriptions and excessive financial inducements to wholesalers and dealers bring discredit upon the industry. He added that such bonuses create doubts in the minds of both advertisers and readers about the soundness of all magazine circulation policies.

A joint advertiser-agency session was convened Thursday to discuss possible changes in the definition of net paid circulation, particularly in light of magazine circulation races. No resolutions were made, although George C. Dibert, J. Walter Thompson Co., chairman of the agency division, noted that the directors present would take cognizance of the sentiment expressed in the session.

■ Blair Vedder, vp and media director of Needham, Louis & Brorby, said extremely low-cost subscriptions can now qualify as net paid because while ABC says a special offer must be for at least half the regular subscription price, there is no floor on the regular price. He suggested it be made 70% of the cover price for a one-year subscription, 65% for two years and 60% for three years.

He said the problem of magazine subscription battles is "a situation of our own making," because advertisers and agencies have led publishers to believe that numbers are of paramount importance in media selection.

■ The *Daily Call*, Woonsocket, R.I., won the grand award for its advertisement entry in the 1961 ABC promotion awards competition. The *Daily Call's* winning entry, which also won the ad award in the daily newspaper category, is entitled "Knock on any door, ask 'em if they buy the *Call*."

Other ABC promotion award winners, by category, included:

Brochures and other special promotions—*News Journal*, Wilmington, Del.

Business publications—editorial, *American Machinist*; advertisement, *Electrical World*.

Magazines—advertisement, *Sunset Magazine*.

Farm publications—editorial, *The Farmer;* advertisement, *The Farmer*.

Daily newspapers—advertisement, *Daily Call*, Woonsocket, R.I.

Weekly newspapers—editorial, *Journal*, Tuscola, Ill.; advertisement, *Globe-Post*, LeMars, Ia. #

Last Minute News Flashes

Hankey Bannister Scotch Plans Radio Ads

NEW YORK, Oct. 20—Peerless Importers Inc. will begin a spot radio schedule Oct. 23 on WVNJ, Newark, for Hankey Bannister scotch. The spots will run 15 times a week for four weeks. WVNJ, which also carries ads for three Publicker Distiller brands, is not a subscriber to the National Assn. of Broadcasters' code, which forbids acceptance of hard liquor ads.

FTC to Check Shelter Ads for Defense Dept.

WASHINGTON, Oct. 20—The Federal Trade Commission announced today that, at the request of the Defense Department, its field organization has begun intensive monitoring of ads for bomb and fallout shelters. In addition, the commission is formulating a list of "advertising guides" for sellers of fallout shelters and related equipment.

Audit Bureau Elects Boggs; Other Late News

• **Robert W. Boggs,** manager of advertising of Union Carbide Plastics Co., New York, was elected chairman of the board of the Audit Bureau of Circulations at the conclusion of the annual meeting in Chicago today (Oct. 20). Vice-chairmen are John H. Platt, Kraft Foods, Chicago (reelected); Donald F. Hunter, Maclean-Hunter Publishing Co., Toronto; and Kenneth Laird, Tatham-Laird, Chicago. S. O. Shapiro, *Look*, New York, was reelected secretary, and George C. Dibert, J. Walter Thompson Co., Chicago, was reelected treasurer (*see ABC meeting story in adjoining column*).

• **Ed E. Spitzer,** exec vp of W. B. Doner & Co., will join Papert, Koenig, Lois, New York, as vp and account supervisor Nov. 6.

• **George W. Helme Co.,** Helmetta, N. J., has named Smith, Henderson & Berey, New York, to handle advertising for its snuff division. The company spends about $450,000 a year, concentrated in spot tv, radio and outdoor, to promote its nine principal brands of snuff, including Honey Bee and Tops. Kastor, Hilton, Chesley, Clifford & Atherton was the former agency.

• **ROC-Shelter** has named Stockwell & Marcuse to handle advertising in the Detroit area for a new above-ground concrete fall-out shelter. The campaign will use newspapers and radio.

• **Narragansett Brewing Co.,** Cranston, R. I., has named Horace Notte to the newly created position of ad manager for Krueger brands. Mr. Notte's agency, Horace Notte & Associates, Providence, which he will continue, has handled the brewer's Hanley brand for the past four years. Media advertising for Krueger is placed through Ellington & Co., New York.

• **Illinois' new tax on publishing** (AA, Sept. 18) may face a court test soon. Henry Zwirner, Fairchild Publications, president of Chicago Business Publications Assn., is chairman of a committee formed this week among publishing groups to investigate the possibility of legal action. Other members are from Magazine Publishers Assn., Associated Business Publications, National Business Publications, and Agricultural Publishers Assn. All groups have pledged support of a program to battle the tax. The committee will meet again the week of Oct. 30. Time Inc. also may file a suit to test the law, AA learned.

• **Kimberly-Clark Corp.,** Neenah, Wis., has begun a tv test for a new tissue, Spunmist, in ten markets in Wisconsin and Minnesota. From ten to 16 spots per week per market—minutes and 20s—have been running since the beginning of October. Copy for the scented tissue, which comes in pink, white and lavender, says it is "gentle as a fine face cream—spun in a special way—touched with a creamy softener." Doherty, Clifford, Steers & Shenfield is the agency.

• **Ray Fowler,** formerly a member of the account management group at Leo Burnett Co., Chicago, has joined McCann-Erickson, Chicago, as vp and management service director.

• **Increases in catalog rates** (13.8%) and parcel post rates (6%) are provided in a proposal which the Post Office Department was to announce Oct. 21. The plan involves a new piece-and-town catalog rate concept, geared to put heaviest increases on short haul, which accounts for most catalog volume. More than half the anticipated new parcel post revenue would be achieved by relaxing weight and size limitations adopted in 1951. Comments by mailers are invited prior to submission of the plan for Interstate Commerce Commission approval.

• **General Mills** is testing Betty Crocker safflower oil in Syracuse and Columbus, O. Spot tv and print (1,800-line newspaper ads and color pages in supplements) began earlier this month. Lever Bros. is also testing Golden Glow, a margarine made with safflower oil, a new ingredient that may battle corn oil for polyunsaturated honors (*see picture on Page 1*).

• **Richard K. Van Nostrand** has joined Chesebrough-Pond's, New York, as vp and general manager of the proprietaries and specialties division, a new post. He was formerly assistant vp and new products group supervisor with Bristol-Myers Co.

• **Jeffrey Martin Laboratories,** Newark, has been steadily increasing its number of participations on Mutual Broadcasting System to a current six to 15 spots per day, seven days per week, in newscasts and on "My True Story"; commercials promote Compoz, a proprietary tranquilizer, and Mr. Sleep, a sleeping tablet, both of which went into national distribution last May. Dunnan & Jeffrey is the agency.

• **Sweet Life cigarets,** a private brand, will be introduced by Springfield Sugar & Products Co., a voluntary association of 150 New England supermarkets. Sweet Life is Springfield Sugar's private label; U. S. Tobacco Co. will make the cigarets for the chain in king-size plain and filter tip. No date has been set for the introduction.

• **William Green** has resigned as vp and account executive on U. S. Plywood Corp. and Anaconda Co. with Kenyon & Eckhardt, New York. He will leave the agency Jan. 1. He has an application pending for the purchase of KLOV, Loveland, Colo.

• **Naegele Advertising Cos.** has acquired Heywood Outdoor Advertising Co., Reno, and negotiations last week were nearing completion for the acquisition of Quality Advertising Co., Lansing, Mich.

• **A Hearst Publishing executive** said the company has been able "amicably" to break contracts with 21 of the 30 newspapers carrying *The American Weekly;* after the Dec. 31 issue, the supplement will appear only in nine Hearst newspapers.

Swezey to NAB: Have Courage to Improve Programs

Some Criticisms Are Unwarranted, Others Undeniable: Code Boss

SALT LAKE CITY, Oct. 19—The new chief of the radio and television codes of the National Assn. of Broadcasters today urged industry members to have the courage to make programming decisions which will result in improved service to the public.

In his first public appearance since taking over direction of the code program, Robert D. Swezey told NAB's regional conference here that the industry has to think more in terms of the common cause and less in terms of personal profit and convenience.

Mr. Swezey said he does not intend to be a "programming czar" but that he will act as an industry conscience. "I expect to be a nagging one until I think our house is clean and in order, so that we can stand and defend it in good conscience," he declared.

He said broadcasters frequently have lost sight of the basic question, "Whether we ourselves are doing the right thing or the wrong thing. We have taken our eyes off the ball to watch the gallery. Consequently, we are not thinking or shooting as straight as we should."

"We can never quiet all our critics; nor should we expect to," Mr. Swezey said. "Some of their charges and requests are obviously unwarranted. On the other hand, some are so well founded that only in hypocrisy can we deny them." #

Elman Dissent Hits FTC Ruling Okaying 'Defensive' Price Cuts

WASHINGTON, Oct. 19—The Federal Trade Commission ruled today that sellers can trim their prices in order to hold old customers, but they cannot give special prices to new prospects.

The commission's 4-1 decision said Sunshine Biscuits Inc., Long Island, had a right to match the discounts which competitors were offering to Cleveland grocers who handled Sunshine's "Krun-chee" potato chips in 1959. But the commission contended Sunshine went beyond its rights when it offered similar discounts to stores which did not formerly handle "Krun-chee."

Commissioner Philip Elman dissented, charging that the majority erected an unwarranted and unjustified difference between "defense" and "aggressive" price reductions.

■ He said the commission's effort to bar "aggressive" price reductions leads to unworkable and economically unsound results.

"The line between old and new customers is far easier to state than to apply," he said. "Does an old customer retain that status forever, regardless of the infrequency or irregularity of his purchases? Suppose an 'old' customer transfers his business to another seller offering a lower price; how long a period of grace does the first seller have in which to meet the lower competitive price? If he waits too long, will the 'old' customer be regarded as a 'new' one, and hence unapproachable? If so, how long is too long? And if not, does it suffice if the buyer has at any time in the past been a customer?" #

Ads Don't Do What Admen Say: Warne Anti-Ad Case 'Insubstantial': Harding

(Continued from Page 1)

retailers" are "on the increase."

With a somewhat familiar ring, he objected to appeals to the "irrational and irrelevant," to "substituting tinsel for substance in living standards," to the "waste of natural resources in the form of unstable goods, built-in obsolescence, meaningless product differences, wasteful distribution."

He said arguments that these are necessary to support our economic system are arguments for an "industry-sponsored WPA, a gigantic make-work movement to keep our economic system functioning," and urged it be called "by its real name, a make-work program."

■ In recent years, he feels, the flight from price competition to promotional rivalry has brought "fewer ounces in the package," "lower quality control," "increased promotional cost," and a wave of mergers affecting middle-size as well as small companies when market survival depends on "magnitude of promotional outlay rather than of efficient production reflected in lower prices."

Mr. Warne also sounded off at the claim that advertising makes mass production possible, asserting that mass production didn't flow "from a copywriter's pen" but was a "total cultural achievement." In a consumer manifesto he suggested that broadcast media weren't created for advertising; that the countryside belongs to consumers and shouldn't be a "billboard slum"; that newspapers and periodicals have central responsibility to readers, not advertisers; and that efforts to improve advertising have been "notoriously ineffective." Mr. Warne thinks advertisements should be a warranty to the purchaser; that the burden of proof should rest with the seller; that claims should be accurate and complete in all essential details "and should be a full disclosure of 'merits and demerits'"; and that advertising shouldn't be poised "on the slippery edge of irrelevance, misrepresentation and deception."

■ Mr. Harding dismembered his prepared speech to take note of Dr. Warne's attacks and reply:

"Dr. Warne has expressed a cascade of critical opinions, not simply on advertising, but on the economic environment of advertising. His comments got into the area of our national purposes and our way of life. Critical attitudes about advertising are, in actual fact, expressions of views about modern business and society in general. Opinions about advertising cannot be separated from the times in which we find ourselves . . .

"Advertising is associated with a whole way of life that is on a far more privileged level than simple survival—a life of multiple choice—a life that affords recreation—a life that affords leisure as a reward for making a living.

■ "Advertising is indeed associated with television entertainment—with a certain level of frivolity—certainly not with goals of restraint or austerity, or denial of present satisfactions—or our long-term aspirations as a people. Since the times are likely to continue to present serious threats, advertising will continue to suffer some reproach."

He then scoffed at Mr. Warne's belief that behavior should be directed entirely by reason—"that it's wrong somehow to persuade people through other appeals."

"We are not yet computing machines," said Mr. Harding. "Is it wrong to deal with people as they really are?"

He showed some Y&R commercials, commenting that they were successful, that they contained no misrepresentation or deception although there may "be some irrelevance," and he asserted Y&R could run a reel of commercials like these any week in the year, without repetition, and "so could most other agencies in the country."

■ He pointed out that the commercials had "helped both brand and *total* market."

He then took exception to the word materialism, conceding that admen find themselves practicing and professing materialism—"which happens to be conferring tremendous benefits to this country and around the world. At the same time, the word materialism, through centuries of preachment from pulpit and classroom and lecture rostrum, has inherited associations of crassness—selfishness and anti-intellectualism."

Mr. Harding repeated, "Advertising is just a fragment of the whole. In reality, you cannot separate advertising from the business or social activity of which it is a part. Nor would we detach it if we could. Advertising is a business tool. A tool that produces sales for profit—that helps communicate ideas to support desirable social and business goals. Advertising has proven effective in these functions . . . our economic contribution is very real. We help to generate profits and thus supply the treasury with an impressive flow of corporate income. Our campaigns help to build sales—and to build companies."

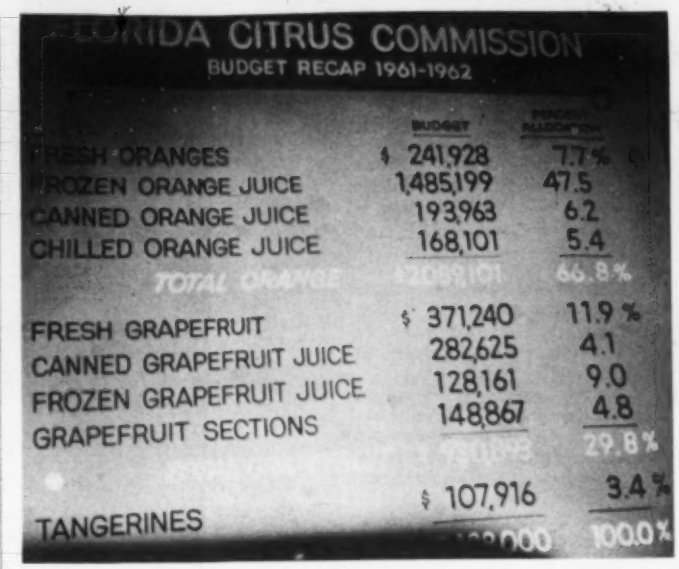
■ He also took the opportunity to defend his colleagues, "the dedicated professionals" who are "as informed, competent, colorful, public spirited as any group we deal with."

"No fast-growing business or profession," he said later, "ever has been free of critical comment, nor has it ever won as much approval as it may have wished. This is true of lawyers, doctors, business men in general, pre-rocket scientists and even educators. America is criticized at home and abroad for many things, but underlying the critical comment is a misunderstanding of our tremendous and rapid growth."

He quoted Marion Harper Jr.'s recent speech in Chicago to point out that the $12 billion spent in advertising contains much normally thought of as editorial information.

■ Finally, he asked if an advertising sponsored make-work program isn't preferable to a government make-work program. And he pointed out that the $12 billion advertising expenditure which shocked Dr. Warne would probably be $25 billion in 1970, when GNP is predicted to reach $700 billions from the $503 billions of 1960. "In spite of our critics, there seems to be little real substance to the case against advertising," he said flatly. "Indeed, on the true facts—on our future needs—the case is all the other way."

Dr. Warne made no rejoinder, primarily because the session had ended and the chairman adjourned the meeting. However, there were conferees rushing to the table to get a word in, including some educators who apparently felt that the session should have continued under any circumstances. #


FLORIDA CITRUS COMMISSION
BUDGET RECAP 1961-1962
BUDGET
FRESH ORANGES $ 241,928 7.7%
FROZEN ORANGE JUICE 1,485,199 47.5
CANNED ORANGE JUICE 193,963 6.2
CHILLED ORANGE JUICE 168,101 5.4
FRESH GRAPEFRUIT $ 371,240 11.9%
CANNED GRAPEFRUIT JUICE 282,625 4.1
FROZEN GRAPEFRUIT JUICE 128,161 9.0
GRAPEFRUIT SECTIONS 148,867 4.8
TANGERINES $ 107,916 3.4%

HOW IT WAS SPENT—*Benton & Bowles used this chart in its presentation to the Florida Citrus Commission. It shows how the advertising budget was broken down for various citrus products during the 1961-1962 season.*

Florida Citrus to Tell Agency Decision Oct. 27

(Continued from Page 2)

moving through commercial channels is assessed 6¢ a box. By raising the per-box tax 2¢ a box, and assuming a 30,000,000-box total, some $600,000 extra could be raised—although it would require a referendum among citrus people.

■ Florida Citrus Mutual, which represents more than 25% of the state's growers, has confided that it would like $100,000 of the theoretical sum to be posted for market research. The $500,000 remainder, according to some sources, would be ticketed for merchandising citrus. It has been said that Citrus Mutual, plus canners and fresh fruit shippers, is "extremely interested" in more in-store efforts all around.

Such unanimity, however, was absent when the chips were down in the effort to select an agency.

There were no clear indications on which citrus interests were rooting for which agencies, but one official said the growers leaned toward Benton & Bowles, the frozen concentrate group toward Bates (by virtue of its 12 years with Minute Maid), and the others split in favoring Lennen & Newell and Campbell-Ewald.

■ Here's how Kastor, Hilton, Chesley, Clifford & Atherton; Keyes, Madden & Jones; and Grant Advertising made their presentations here last week (presentations of B&B, Bates, L&N and Campbell-Ewald were presented in summary last week):

Kastor, Hilton

In a 130-minute presentation, Kastor, Hilton told the commission it would set up an "Operation Headquarters"—a group of top food chain executives which would be a sounding board and a sales potential for the citrus men. This group would "increase the movement of citrus" and give the commission "an entree you can take advantage of."

The concept was spelled out by Peter Hilton, president of the agency (and founder of Snow Crop Marketers), who shared presentation honors with Robert L. Haag, exec vp and former president and publisher of *Everywoman's Magazine*. Completing the Kastor, Hilton delegation were Willoughby S. Chesley Jr., agency co-founder and "parttime resident of Stuart, Fla."; Franklyn Ferry, senior vp in charge of merchandising and former ad manager of the Grand Union chain; Philip Clark, research director, and Paul Hoy, vp of its Miami shop.

■ Mr. Hilton said his agency "came here with no histrionics, no jingles, no tv. Just a lot of common sense about moving products through retail grocery channels, and that's what I think you're looking for."

He added: "We're lean, hungry and fast moving; still building a reputation, not coasting on one. We have no loners, no solitary geniuses; we're all shirtsleeves workers."

■ Kastor, Hilton recommended "selling citrus, but not against each other. They should compete, but only at the retail level, and against every other competitive brand."

"The key is simple and obvious," said the agency. "Your products are the retailer's products. But his hands are tied because he doesn't have a program. Past programs failed to do the job. In the case of your present agency, it's what they haven't done, instead of what they've done."

Mr. Hilton said, "Whenever there's been a crop approaching even normal size, it has been necessary to add stimuli in addition to the advertising—namely, disastrous price cuts that leave little or no profit for the grower, processor or retailer."

Sending ad plans with media schedules to retailers, Kastor, Hilton went on, is "a waste of time" because "although 65% are familiar with them, fewer than 5% use them."

Then KHCC&A showed heroic-size color ads. Each had a dramatic "human" photo situation: A tousled-hair boy in sandlot baseball garb; a mother taking a mid-afternoon "citrus break"; a construction worker swigging orange juice for lunch; two boys tearing into grapefruit sections; an interne, still in cap and gown after an operating room session, tilting a glass of orange juice as a pickup; and a sprawling teen age girl—on the phone, with glass held high.

Headlines were identical: "Citrus for Fitness/All Day/Every Day." The agency made a logo out of a circular cross section of citrus fruit, surrounded by a list of vitamins and nutrients, for the corner of each ad. "Nature's biggest food bargain" was in all the copy.

■ Mr. Haag proposed a second ad campaign—a $1,000,000 Florida Citrus Sweepstakes. This would offer consumers prizes ranging from a home to a tv set, and could become an annual "bonanza" traffic-builder instead of a "sometime thing."

For photographic coverage of the Florida Citrus presentations, turn to Page 112.

Other promotions would be via tie-ins "with companies which would dearly love to have what is beyond their reach—unusual entree to top-level policy making retailers, in 'Operation Headquarters'," Mr. Haag said, mentioning that Knox, Pet Milk, Columbia Coffee and Carter Products had indicated a "willingness to cooperate."

If Kastor, Hilton received the business, it would add "three top-flight grocery merchandising men: One for corporate chains, one for voluntary cooperatives and one for independents."

Mr. Hilton said the agency, headquartered in New York, had a fully staffed Toronto office and a Miami service office working mostly on Grand Union and Grand Way discount centers.

He said the agency has doubled in size in the past four years. Half of this came from existing accounts. Nearly 70% of its billings is in package goods; this week it was testing products in 54 cities.

Keyes, Madden & Jones

Keyes, Madden & Jones' presentation kicked off the Thursday session and put commissioners in a jovial mood. Quipped Howard Jones, president: "I've never met Charlie Brower, but I'm indebted to him." He referred to Mr. Brower's agency, Batten, Barton, Durstine & Osborn, withdrawing from the solicitation, thereby creating an opening into which Keyes, Madden slid.

The agency pivoted its talk on an elfin-type character that would be used for Florida citrus the same way Speedy Alka-Seltzer goes to work for Miles Laboratories. ("They think he's a million dollar idea; yours will be too.") A four-foot diameter orange, with smiling face and leafy-green hair, was set up on stage.

Keyes, Madden proposed that

Shaw Resumes Presidency as Guerrant Resigns

(Continued from Page 1)

as an exec vp. The agency has another exec vp, Charles Allen, formerly a vp, who was promoted to the job earlier this month (AA, Oct. 9).

Perry L. Brand

■ Mr. Guerrant was named president of the agency a year ago (AA, Nov. 14), succeeding Mr. Shaw, who moved up to board chairman. Mr. Guerrant, who joined the Shaw agency in 1951, plans to leave on a European trip next week, and when he returns he will join an undisclosed Chicago agency as president, ADVERTISING AGE learned.

Management of the Shaw agency will now be handled by an executive committee composed of Messrs. Shaw, Brand and Allen; Herman R. Anderson, who was promoted to senior vp two weeks ago; Sigmund T. Seaman, vp and secretary; and William C. Pullman, vp. #

the character ("we can name him in a contest") be used for print and broadcast; outlined the character's "broad" reach to children and adults; and promotional advantages at point of sale.

■ Mr. Jones said the citrus industry has "been hanging its hat" on vitamin C, and "needs a change." Paul Mathias, vp and general merchandising manager, said "Grapefruit has to get with it," especially to younger groups. He said the U. S. has 50,000,000 weight-watchers, 66% of them women; but 3,000,000 of these are underweight, not overweight. One Keyes, Madden ad showed an exercising female: headline read: "You can get rid of 200 calories by doing knee bends (whew). You can get rid of 200 calories by eating grapefruit instead (aah)."

Keyes, Madden came up with a polyethylene bag for oranges: The header had room for the elfin-character or ad messages "which other companies would pay you to use." Added Mr. Mathias: "And with the right point of sale pieces, you'll have an entree to chains, because your materials are also theirs."

■ The agency proposed that the commission spend $2,777,000, now through June, like this: $500,000 in supplements and magazines as a "national umbrella;" $500,000 in tv, based on sales market analysis; and "hit-and-run" media buys for the balance, wherever opportunities existed. "We may find it necessary to send media buyers anywhere in the U. S."

It urged buying space in scholastic and religious publications; and suggested class magazines for sales of, say, frozen grapefruit juice to pinpointed markets.

Keyes, Madden's eight-man team included Mr. Jones, who would manage the account; Jack Wood, vp of its Miami office, who would be account supervisor; Dale Mehrhoff, vp, who would be account executive in Lakeland; Mr. Mathias; Clyde Nelson, vp in charge of media; and Harry Goldsmith, Miami account executive, who would assist at the drug distribution level.

Grant Advertising

Grant Advertising, which unsuccessfully tried to get the fresh fruit slice of the commission's business in 1960, and which also was on hand for the 1955 presentations, made a 112-minute try at the Wednesday afternoon session.

Nelson Mason, vp of the shop's Tampa office, introduced the agency's chairman, Will C. Grant, who described "our agency's structure as built differently from most." Grant's Florida facilities, he said, would permit the citrus men to buy "finest quality advertising at lower cost to you, and therefore permit you to purchase more coverage with the same budget."

Mr. Nelson returned to say Grant was started by one man in Dallas in 1935, billed $40,000 then, and "the same man is chairman and chief executive officer." Agency billings now are listed as $50,000,000-plus, he added. It has 30 international offices, all owned by officers and their families; its 38 offices girdle the globe, and all but two are departmentalized. If Grant won out in Lakeland, some 13 of these would help market and advertise citrus.

■ Grant would appoint a regional account manager in each, and these would help citrus merchandising managers conduct sales meetings. The regional roster would report to Florida headquarters in Miami, and Grant would set up a Lakeland service office. Miami would direct the show, from plans and programs to production.

John A. Dey, exec vp in charge of the Miami office, stressed that it is "not a branch office, but a complete agency."

Leaning toward home town and economy themes, Mr. Dey said Grant-prepared ads would be "powerful, resultful and produced by Floridians for the benefit of all Florida." Obtaining the account, he said, 'would be the equivalent of a new industry moving into the state,' with suppliers reaping a benefit."

■ He made direct comparisons between art and production costs in Florida and New York. First he had flashed on the screen a Citrus Commission four-color magazine ad, showing a little girl in a raincoat; the product was frozen orange juice concentrate.

"This cost $9,726 in addition to space, according to your files," said Mr. Dey. Next he showed an ad for a Grant client, Chris Craft. "The bill is $3,055—a net savings of $6,671 on just one ad. That's a lot of money to be paid out just for geographical reasons."

Grant studied the citrus situation seven years, Mr. Dey went on. Though its 1960 attempt for the fresh fruit portion was swept aside, "We still think fresh fruit is the economic base of the industry."

In the 1955 presentations, he continued, Grant recommended a slogan, "Linking Florida citrus with the health state. We were the only agency to do so. Six years later we still feel the same way. It is refreshing to see, in your ad in this week's *Life*, that others in our profession concur with our thinking, even if a little belatedly," Mr. Dey said.

■ Grant ads sought to (1) build grapefruit as a "fun product" instead of one for "old ladies," and (2) "convince younger mothers it is good." Said one three-line head below a cartooned child, his face half covered with up-raised grapefruit:

"Grapefroofs is good, mom."

"Grapefruit *are* good, son."

"They sure is." #

Schram Adds Flit Insecticides

Schram Advertising Co., Chicago, has been appointed to handle advertising for the Flit line of insecticides by Black Leaf Products Co., Chicago. Flit household insecticides now will be manufactured, sold and advertised in the U.S. by Black Leaf under license granted by Humble Oil & Refining Co. The Flit account formerly was handled by McCann-Erickson, New York. Schram has been handling the Black Leaf account. The Flit line reportedly billed in excess of $100,000 last year.

Ward Splits Promotion Unit

Montgomery Ward & Co., Chicago, has realigned its sales promotion division to form two new divisions. The retail sales promotion division will be headed by E. M. Powell, formerly general sales promotion manager. The catalog sales promotion division will be managed by C. F. Higgins, catalog merchandising specialist. The retail sales promotion department has been redesignated the retail advertising department.

DIE ERSTE*

In any language, The Cedar Rapids Gazette is Iowa's 1st newspaper in total advertising linage and provides 95% coverage of Iowa's 2nd largest market.

Represented by Allen-Klapp Co.

*DIE ERSTE means First in German

it's NEW!

WRITE FOR YOUR COPY

Advertising techniques that get new business . . . how successful advertisers locate hidden buying influences, discover new and different product applications, measure market potential, sell important new customers.

Also contains helpful data for agencies and advertisers in evaluating industrial publications . . . what industry's most active buying group reads, the type of information they want, how they like it presented.

Complete with latest data on N.E.D. market coverage and proof of N.E.D.'s effectiveness in helping advertisers get more sales in all industrial markets. Write for your free copy, today.

A PENTON Publication, Penton Building, Cleveland 13, Ohio

NEW EQUIPMENT DIGEST

NEP BPA

Industry's Leading Product News Publication

Now over 88,000 copies (total distribution) **in over 46,700 industrial plants**

Facts, Color, Evangelism . . .

Agencies Woo Florida Citrus

LAKELAND, FLA., Oct. 20—When $3,000,000-plus of billings goes up for grabs you'll find plenty of agency brass—and ideas—trying to nail down the prize. The catch, though, is that presentations usually are made behind closed doors and nobody finds out what went on.

Not so with the Florida Citrus Commission. This state body invited agencies (including the incumbent) to parade their arguments in full view of the commission and public (for other news of the presentations, see Page 2).

On hand were ADVERTISING AGE's Robert Heady and Dan Sanborn, Sanborn Photo Service, Lakeland, who took these pictures as agency men went after Florida's juiciest account.

KM&J CITRUS SALESMAN—*Puckish character pervaded Keyes, Madden & Jones presentation and proposed campaign. Here he pops out on stage.*

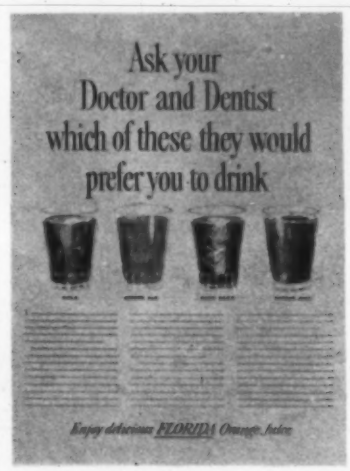
P.O.P.—*Vp Paul Mathias reveals point of sale card with 12¢ off.*

SELLS—*With evangelistic fervor, president Howard Jones sums up his case for KM&J.*

FIERY—*L&N president Adolph Toigo fires volley of sales points.*

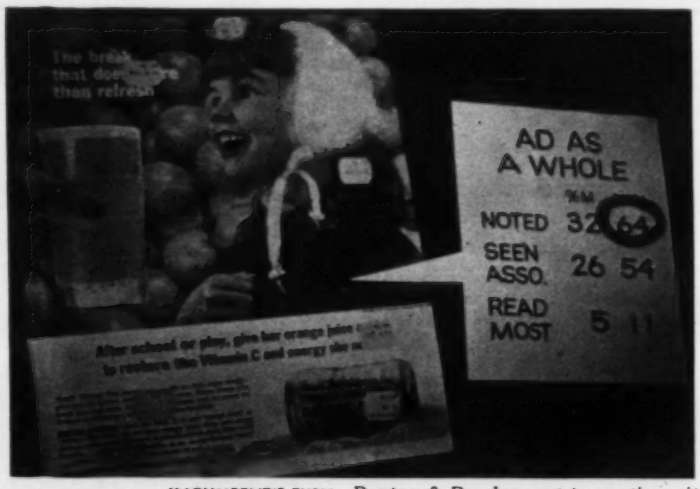
L&N STRATEGY—*Media director Herb Zeltner outlines L&N scheme.*

PLAN OF ATTACK—*Lennen & Newell media suggestions, including heavy spot tv (allowing switch of commercials if certain citrus shipments were held up), were part of above over-all plan.*

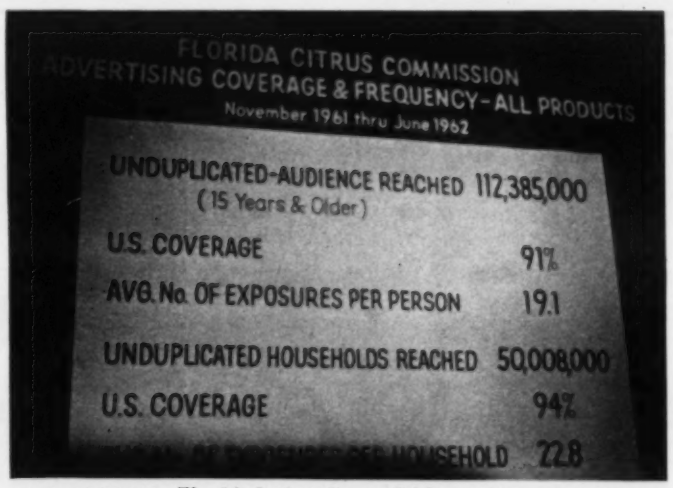


WHICH?—*Proposed L&N campaign batters competing drinks—cola, ginger ale, root beer.*

MOUTH-WATERING—*Health angle combines with appetite appeal for grapefruit, other citrus fruits.*

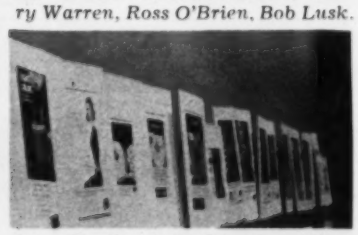


B&B INCUMBENT'S TURN—*Benton & Bowles, out to continue its six-year hitch with Florida Citrus, shows latest Starch scores on a B&B magazine campaign.*



U. S. COVERAGE—*The kind of audience B&B would reach with proposed drive is shown on film. Atherton Hobler, executive committee head in group at right, was big factor in landing account in 1955.*

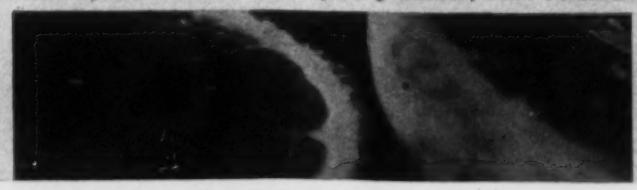
IN?—*B&B's Atherton Hobler, Harry Warren, Ross O'Brien, Bob Lusk.*



END—*By the time the presentation ended, 38 B&B ads lined the auditorium walls.*

C-E GREATFRUIT—*Campbell-Ewald showed 50 different ads. Kensinger Jones, senior vp and creative director, here discusses store poster.*

TENSION—*Listening (l. to r.): Bates' Robert Nicholas, William Musser; C-E's Walter Selover, Betty Skelton, John Forshew.*



SOFT-FOCUS FRUIT—*A Campbell-Ewald ad included a magazine ad with dreamy, soft-focus, close-up photo of fruit that "whets the appetite."*

LONG RANGE PROBLEMS:
Break the 30% Usage Level of Orange Concentrate
Stem the Decline and then Increase Fresh Fruit Usage
Develop Chilled Juice Potential
Improve Quality of Single Strength Juices and Increase Consumption
Develop Canadian and European Market Potentials
New Product Development of Concentrate & Single Strength Juices
Continuance of Test Marketing Principles

Bates LONG RANGE SELL—*Ted Bates & Co.'s hard-selling presentation included a summation of the citrus industry's long range problems, seen by Bates.*

Fels' $4,000,000 Account to Manoff

(Continued from Page 2)

travel to out-of-town clients. Of the nine accounts—all in the grocery field—three are New York-based.

■ Fels' switch to a "smaller agency" than Aitkin-Kynett (about $15,000,000) comes as no surprise to admen who know the account's ramified history. Fels has hired and fired several small shops.

Fels appointed McKee & Albright to introduce its then new liquid detergent in July, 1951. At that time the remainder of the account had been handled for more than eight years by H. H. Du Bois, formerly S. E. Roberts Co. (AA, July 23, 1951, *et seq.*).

In February, 1952, Fels switched the rest of its $1,000,000 account to McKee & Albright. Less than a year later it named Town Advertising, an agency which at the time was not accredited by Periodicals Publishing Assn.

■ Town Advertising's partners parted in 1955, with Sol E. Zubrow forming S. E. Zubrow Co., and Albert Eisenstat organizing Marketing & Advertising Associates. S. E. Zubrow retained the Fels billing.

Again within a year, Fels named a new agency, this time Aitkin-Kynett, which was described to Advertising Age this summer as "the right hand" to the entire new marketing team headed by youthful David C. Melnicoff (AA, Aug. 7).

Although Aitkin was committed to operating so closely to the company as to know "even the type of music played by each disc jockey on each station in each market," the present switch reportedly was triggered by Aitkin's inability or refusal to supply even more merchandising services on the soap account.

■ While Manoff will not establish a Philadelphia office to serve Fels, the agency will more than double its personnel specifically to handle the advertising, merchandising and sales promotion services the client wants.

Mr. Melnicoff has been talking to agencies since last January, even though he had not issued invitations to solicit the account, AA learned. He had considered assigning new products to one or two other agencies, in order to lighten the load on Aitkin-Kynett. But Manoff's willingness to adjust to Fels' regional marketing pattern is considered to be the major reason for keeping the entire account in one shop. The market-by-market policy will prevail, Mr. Melnicoff said, although the company will continue to explore network radio and tv as they may fit into this plan.

■ Aitkin-Kynett's announcement ascribed its resignation to "differences with Fels regarding new marketing philosophies of the company," and added that in 1961 Fels & Co. will achieve the highest sales volume in its history "at the lowest advertising cost per case since 1957."

Mr. Melnicoff termed the agency's statement as "basically accurate." He admitted that the company will enjoy record sales in 1961 but would not comment further. #

Kaufman Joins Dole

Laurence G. Kaufman has joined Dole Corp., San Jose, Cal., as advertising production coordinator. Mr. Kaufman was formerly an account executive of Richard N. Meltzer Advertising, San Francisco.

Cauley, Seven Others Join Edward H. Weiss

Edward F. Cauley has joined Edward H. Weiss & Co., Chicago, as vp and account supervisor on the Kings Men account. He previously was a marketing executive on Listerine for Lambert & Feasley, and a group head at Batten, Barton, Durstine & Osborn.

Others who have recently joined the agency include H. W. Shepard, formerly manager of color television sales development for RCA Sales Corp., as a vp and account supervisor; Edward A. Atwood, formerly advertising director of Vulcan Materials Co. and Mead Atlanta Paper Co., as associate account supervisor; Robert E. Immen, formerly with Simoniz Co., and Harry Croswell, who formerly operated his own bottling plant in Texas, as account executives; Dennis Altman, formerly with North Advertising, and Wendell S. Abern, formerly with Buchen Advertising, as copywriters, and Richard Klaner, formerly with Young & Rubicam, San Francisco, as an art director.

Becht & Blomeyer Adds Troy

Becht & Blomeyer, Peoria, Ill., has been appointed to handle advertising for Troy Laundry Machinery and Troy Laundrite, divisions of American Machine & Metals, East Moline, Ill., effective Jan. 1. The accounts formerly were handled by L. W. Ramsey Co., Chicago and Davenport.

Conover-Mast Promotes Two

Conover-Mast Publications, New York, has appointed Michael A. Spronck publisher of *Construction Equipment*, succeeding Richard A. Gagney, vp, who has been named a corporate staff vp, a new post. Mr. Spronck will continue as editor of the magazine, a post he has held since 1958.

Alberto-Culver Sets TV Push

Alberto-Culver Co., Melrose Park, Ill., is using a multi-million dollar spot tv campaign, in addition to network tv, to introduce nationally Get Set, once-a-week hair-setting lotion. Alberto-Culver will promote its new product on 19 network tv programs. Compton Advertising is the agency.

Borden Appoints Brogan

Borden Foods Co., New York, has appointed J. Ferris Brogan director of advertising and promotion for the international division. Previously secretary of the International Assn. of Chain Stores, he joined Borden in 1957 and most recently was assistant marketing manager, milk based products.

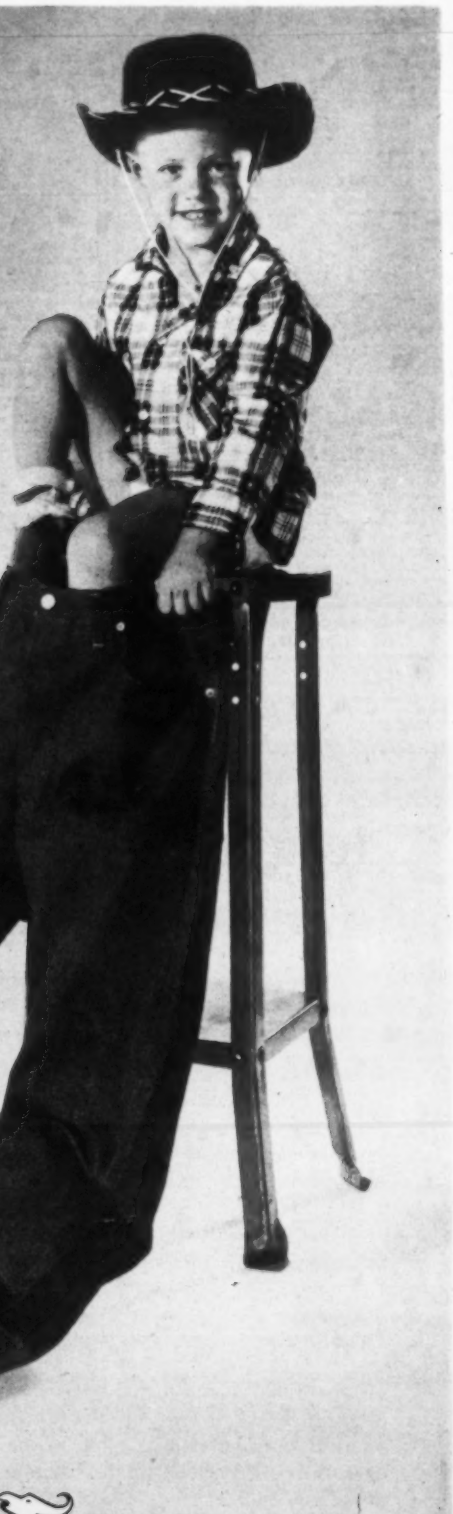
50%
MORE READERS
for your highway signs

"Codit" Reflective Liquid gives your highway "tacker" signs the power to impress motorists at night—without the cost of lights! Signs reflect light from oncoming cars. You get 50% more readers than with daytime-only signs, because ⅓ of all traffic travels after dark.

WRITE FOR FOLDER AND FREE DEMONSTRATION SAMPLE

CODIT®
BRAND
REFLECTIVE LIQUID
Minnesota Mining & Manufacturing Co. 3M
Dept. RCW, St. Paul 6, Minn.

Think
BIG
when you think of
PHOENIX



Opportunities come in big sizes! Business activity forecasts published in Sales Management have consistently ranked Phoenix as a **"Preferred City of the Month."**

This means that business activity in the Phoenix area keeps soaring well above the national average. In fact, Phoenix has enjoyed the "Preferred City" distinction for the **PAST 45 CONSECUTIVE MONTHS!** (Only six cities in the United States have remained on the "Preferred City" honor roll for so long a period.)

Fifty-seven cents of every retail dollar spent in Arizona BUYS in Metropolitan Phoenix, where **nine** out of **ten** families read and respond to the advertising of The Arizona Republic and The Phoenix Gazette. Investigate!

THE ARIZONA REPUBLIC Morning and Sunday
THE PHOENIX Gazette Evening

WRITE OR WIRE NATIONAL ADVERTISING DEPARTMENT, BOX 1950, PHOENIX, ARIZONA. REPRESENTED NATIONALLY BY KELLY-SMITH CO.

The Advertising Market Place

Rates: $1.50 per line, minimum charge $6.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Replies are forwarded daily. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $19.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1961 — 50,291

HELP WANTED

SALESMAN OR WOMAN—High comm. Sell art & adv. Full or pt. Time. gd. Oppty.
Box 5344, ADVERTISING AGE
630 Third Ave., New York 17, New York

Expanding Midwestern agency needs **A CREATIVE ADVERTISING COPYWRITER** who can arrange the above to excite, explain, convince, sell. A man who can come up with The Big Idea, then follow through with believable, memorable copy. If he has experience in heating and air conditioning copy, all the better. We offer a creative environment, a chance to reach your fullest potential, good salary, good benefits. Our own staff knows of this advertisement. Interested? Then send a resume with salary requirements and 3 representative no-return samples to:
Box 5345, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING ASSISTANT
Degree in journalism or major in advertising. Experience in working with agencies; some creative writing background. Age 28-33. Write full details to **A. W. Meise, Ralston Purina Company, Checkerboard Square, St. Louis 2, Mo.**

ART DIRECTOR for medium size Ohio valley adv. agency. Make own roughs, know type, etc. Unite experience, age, etc. $10,000 up.
Box 5346, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ASST. ADVERTISING MANAGER
Well known Chicago concern engaged in manufacture of valves is seeking local young man with experience in planning and directing sales promotion, advertising, and direct mail programs. Job requires excellent letter writing and contact abilities. Age 30 to 40. College degree or commensurate experience preferred. Send resume and salary requirements.
Box 5348, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SPACE SALESMAN
Major multi-magazine industrial publisher has opening for experienced, young, aggressive space salesman, in important Eastern territory. Our staff has been advised of this.
Box 5349, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING COPY SUPERVISOR—Challenging opportunity in Pittsburgh as Copy Supervisor in ad dept. of nationally-known manufacturer of electrical wires and cables. Creative writing ability with knowledge of production essential. Should have minimum of three years' industrial advertising experience. Excellent salary and growth potential. Give complete resume, including salary requirements and availability.
Box 5319, ADVERTISING AGE
630 Third Ave., New York 17, New York

WRITE for free copy, "National Employment Reports". Describes hundreds of $7,000-$35,000 Executive job openings. **National Employment Reports, 105 W. Adams, 830-G, Chicago 3**

COPYWRITERS & ARTISTS
find jobs quickly through **Strictly Ad Personnel** . . . and all they pay is $10. No employment fees. For details about this unique service, **WRITE** to:
STRICTLY AD PERSONNEL
60 East 42nd St. New York 17, N.Y.
Or phone for appointment: YU 6-6947

COPYWRITER
For our growing, medium size, southwestern New York State agency. Several years of agency copycontact experience handling industrial accounts absolutely necessary. You must be a self starter—a man that can develop and write ads, catalogs, direct mail, publicity in a clear, positive, salesminded style. If you are interested in working in a stimulating atmosphere with young and enthusiastic creative talent, send us a resume, realistic salary requirements, a small snap shot and a few examples of your work.
Box 5217, ADVERTISING AGE
630 Third Ave., New York 17, New York

CIRCULATION MANAGER
Growing multiple business magazine publisher needs experienced circulation man who can write convincing mail promotion and capable of supervising fulfillment operations for both ABC and BPA publications. Midwest location. Attractive salary, profit sharing, pension, group insurance and other fringe benefits. Give age, experience and salary required in first letter.
Box 5318, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING ASSISTANT
National manufacturer of laminated structural members seeks young aggressive college trained man. Located upper Wisconsin. Assist in planning & executing overall advertising & promotion program, coordinate programs with agency. Some copy and layout. Send resume and salary requirements to:
Vice President, Sales
UNIT STRUCTURES, INC.
Peshtigo, Wisconsin

ELECTRONIC SPACE SALESMAN wanted immediately for Chicago territory. Must be familiar with accounts and agencies and have knowledge of industry. Salary commensurate with ability and experience. Many benefits including pension. Apply by letter giving complete information including personal data, business experience, earning record, recent photo. Replies held in strictest confidence.
Sutton Publishing Company Inc.
172 South Broadway
White Plains, New York

A SERVICE
for the articulate ..... and their cohorts .....
Melene Personnel — **105 W. Adams**
ANdover 3-4424 — **Chicago 3**

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
154 E. Erie St., SU 7-2255, Chicago

HELP WANTED

ACCOUNT EXECUTIVES
find jobs quickly through **Strictly Ad Personnel** . . . and all they pay is $10. No employment fees. For details about this unique service, **WRITE** to:
STRICTLY AD PERSONNEL
60 East 42nd St. New York 17, N.Y.
Or phone for appointment: YU 6-6947

POSITIONS WANTED

ARTIST SEEKS JOB IN ATLANTA
Chicago illustrator (and layout) age 31, 6 yrs broad adv. exp. on nat. accts. Wants position in ad agency, studio or similar.
Box 5350, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WHITHER COMMUNICATIONS?
Want more original ideas? 9 yrs. writing in PR, advertising and editorial fields. Heavy blue chip co. exp.—some agency. **Must be creative writing job.** Young personable, female. B.A. degree. NYC only.
Box 5351, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADMINISTRATIVE ASSISTANT TO PUBLISHER
30 years experience all phases magazine publishing. Solid background editing, production, circulation, space-sales, both shirtsleeve and administrative. Seeks connection where he can earn at least $7800 and render service worth much more. Vigorous 59. Employed but desires more challenging position.
Box 5352, ADVERTISING AGE
630 Third Ave., New York 17, New York

CREATIVE, TECH. AND MGMT. EXPERIENCE IN ONE PACKAGE
Own a small business, but seek a greater challenge. Deg. in science with college teaching and industry experience. Age 34 Adv & sales prom. ability with versatile background in visual presentations. Your position must offer mgmt potential. Make reply informative, please. Thank you.
Box 5353, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ACCOUNT EXECUTIVE
Responsible A/E for Chicago industrial agency. Strong in construction advertising. Can bring some billing.
Box 5354, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADV-SALES PROM. MGR.
20 years exp. creating award-winning ads and promotions, all types products. Have created single promotions that sold more than $1,000,000 merchandise. Now with too large corporation, would like medium-size firm, preferably in South. Mature —42—hard working. Salary required: $13,000.
Box 5355, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SMALL AGENCY COPY/CONTACT . . . AD. MGR. LOW BUDGET ADVERTISER
Seasoned pro wants long-range challenge in either. Highly creative . . . complete admn. exp. and know-how. 14 yrs. top agency and mfgr. exp. Chicago area pref., but will consider relocating. Avail. now! Phone for action: (312) 748-2852, or write:
Box 5356, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

STUDIO REPRESENTATIVE
Established clients. Wishes new association with aggressive group.
Box 5358, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ART Director/Designer seeks staff pos. or free lance. Creativity, versatility, dependability, ind. & consumer exp. Prod. know-how & ability from design to finish.
Box 27 Z 544, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

WANTS TO GO WEST! ADVERTISING/MARKETING EXECUTIVE
Young but experienced. Well qualified in all phases advertising, promotion, cons & mkt research, fiscal planning. Want position w/West Coast advertiser/agency looking for new and capable talent. Resume.
Box 5359, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ARTISTS REP.
Can open doors. Get results. Fee basis.
Box 5357, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

AFRICA EXPERT
If your clients are interested in Africa, you may be looking for a man who is a diplomat, a writer and an acknowledged expert on Africa with heavy PR experience in trade and travel promotion. If you are, why not write to
Box 5360, ADVERTISING AGE
630 Third Ave., New York 17, New York

NOT FOR THE TIMID
Copywriter: no agency background; no prize-winning campaigns. Knows a sales value when he sees one, and can make an audience see it, too. Toiling for publisher. Wants agency/advertiser slot.
Box 5361, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREATIVE RETAIL ART DIRECTOR
11 years department store experience. Strong on fashion layout! Much success in coordinating efforts of art staff! Love department store pace! $12,000!
Box 5362, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FREE-LANCE wrtg by top NY pr exec & natl mag by-liner available eves, wkends.
Box 5363, ADVERTISING AGE
630 Third Ave., New York 17, New York

EXPERT INDUSTRIAL REPORTING, writing and photo-journalism on assignment. Send for brochure. Midwestern Editorial Service, P. O. Box 91, Evanston, Ill.

WANT PARTTIME AGENCY RESEARCH
Work-MBA, MA. Diversified industry experience-known writer. Surveys, advtg. promotion evaluation. Soc. psych. oriented.
Box 5343, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

RADIO/TV
Writer with 4A agency background in consumer print and broadcast copy desires career with R/TV shop.
Box 5367, ADVERTISING AGE
630 Third Ave., New York 17, New York

REPRESENTATIVES WANTED

PUBLISHERS' REPRESENTATIVES

NATIONAL FOUNDRY DIGEST, new vertical tabloid with terrific potential, still has a few key territories open (New England, North Central, Mid West) for reps who want in on ground floor with new group publisher. Two more magazines to be launched within 6 months. **Digest Publications, 3691 Lee Road, Cleveland 20.**

CREATIVE INTERNATIONAL MARKETING EXECUTIVE
Who got his 15 years marketing experience by doing successfully at home and in the field. Married, 39, well traveled, fluent Spanish. Heavy Latin America and Far East background in competitive package consumer goods, commercial and military sales, merchandising promotion, sales training and selling, advertising from layout to placement. Market research, budgets, finance, traffic, tax haven companies and strong management experience. Strongpoints: Organization, Planning, and carrythrough.
Looking for lifetime career with authority and responsibility in building a foreign business. Resident Phila. area. Will relocate. Resume available.
Box 976, Advertising Age
630 Third Ave., New York 17, N. Y.

REPRESENTATIVES WANTED

OUTDOOR ADV. SALESMAN OR BROKER to represent us in their home area. We are producers of 24-sheet posters and displays, both lithograph and silk screen. Send us full particulars.
Box 5364, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

ARTHUR CARWARDINE
Negotiator for the Sale of Publication Properties
209 So. LaSalle St. Chicago 4 FI 6-4577

MISCELLANEOUS

FURNISHED OFFICE
To Sublet
North Michigan Ave. Phone Ans.
Part Time Steno. Reasonable rent
Call Mi. 2-7780

HOME FOR SALE—NEW YORK
Warm, gracious home in beautiful section. English Tudor 3 bedrooms, 1½ baths, finished playroom; many builtins and extras, tops in and out; ideal location near schools, churches. 22 minutes commuting New York. Bayside Hills, Long Island. Good buy $32,500.
Box 5365, ADVERTISING AGE
630 Third Ave., New York 17, New York

PHOTOJOURNALISM FOR ADV. & PR
Ad man who talks your language, knows your needs, offers reasonable, reliable word/pix coverage in Chicago & Midwest. Store surveys, interviews, check outdoor adv.—you name it, I'll deliver.
R. Bersin, 242 Calumet, Aurora, Ill.

Our 50th Year
ASST. MEDIA DIRECTOR—Man Agcy exp. consumer-indus. $7,500
RADIO-TV Commercials. Agcy—man or woman 7,500
COPYWRITER—Indus. Agcy exp. 10,000
MANY MORE—MAIL RESUME
GLADER CORPORATION
110 S. Dearborn St., CHICAGO, Ill.
Phone: CEntral 6-5353

PUBLICATIONS AVAILABLE

Publisher of monthly magazines and book business, all in same industry, finds himself short of time, capable help and short of cash to develop each to its full potential. Will consider sale of one or two or all of the enterprises. Grossing over $215,000.00 annually. Of interest to adequately financed individuals and specific organizations, whether trade or consumer aspects of the industry hold maior appeal; we cover both separately. Businesses not dependent on location in any particular area of the country. No property connected with it. $100,000 investors. Workable new book suggestions will be included.

Box 990, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

To a farm copy writer who seeks greener pastures

The grass *is* greener at this growing, ten-million dollar central agency in the Heart of America with important national accounts in the farm field—from antibiotics, fencing, crop dryers to storage bins and tractor heaters.

If you know the American Farmer of 1961 . . . possess a sixth sense for selling same . . . write farm copy for print and air media that's lively, persuasive and knowledgeable . . . then this may indeed be your lush green pasture.

How green? If you measure up so will the salary. Profit sharing, bonus, insurance incentives. And you'll live in America's most beautiful residential area in a city where agriculture is the #1 business.

Sound good? Then please send detailed outline of your record with samples of your print, and air media plus recent photo and salary desired. Write Box 979, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

BOOK BUSINESS FOR SALE . . .

Book Business; preeminent in growth field. More than 70 titles in print, both paper and cloth bound; ideas for more. Known to every wholesaler, and retailer from coast to coast in the field. Publisher is developing non-book interests in same field, which have tied up working capital and required more time than originally anticipated. Present gross can be doubled in two to three years with proper attention and by infusing moderate amount of capital. Cost book inventory valued above middle five-figures. Business can be operated in any city by active proprietor and two employees. Publisher, connected with field 18 years, will gladly furnish counsel on continuing basis to purchaser. Only financial responsible inquiries will be answered. Write:

Box 989, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

ADVISE:

If you are imaginative, interested in a better position, greater responsibility and remuneration, we would like to know about your background and ambitions.

Currently among many others we are looking for a fashion illustrator for one of the Midwest's better stores; a copy writer for a large electronics firm; a copy/media man for a well established savings & loan association; a man to handle copy in one of the finest medium sized agencies in the country, and a fellow to do mechanical illustration and production for a Chicago studio. Write, enclosing a resume or visit us.

BARNARD PERSONNEL 220 S. State St., Chicago 4 WA 2-2306
Beth Turnbull/Arts Counsellor, M. L. Barnard & L. E. Wilson, Advertising Counsellors

PRODUCT MANAGER

AUTOMOTIVE PARTS MANUFACTURER
AFTERMARKET DIVISION

Can you handle product line promotion and direct the marketing of products sold through automotive parts distributors and jobbers? Then this is an unusual opportunity to establish a lifetime association with one of the largest manufacturers of automotive components. Location is 100 miles radius of Chicago. Responsibilities include preparing sales programs, creating merchandising aids, staging meetings, handling publicity, initiating new products and expanding distribution. If you are looking for a position with growth potential in an expanding organization, tell us about yourself in complete confidence.

Box 974, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

WANTED: TELEVISION-RADIO WRITER-PRODUCER

Strong Illinois agency has excellent opportunity for experienced AM-TV Writer-Producer. We are looking for a young man (25-35) who can:

visualize and write *creative* commercials (spot and network)

Follow-through and produce the job.

If our man has a thorough knowledge of the latest broadcast production techniques and can use them profitably for clients and agency, he will assume full responsibility of the department.

This is a challenging position for a "doer" and a person who can work in harmony with agency personnel and outside sources. Good fringe benefits.

If you are willing to relocate, send resume, photo and salary requirements to:

Box 975, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

CONTROLLER ADVERTISING AGENCY

A sound, well established successful advertising agency of better than medium size located in downtown Chicago is seeking the services of a C.P.A., age 27-40, with executive ability and initiative for position of controller.

The individual in this position will be in charge of the usual financial operations and he will also be expected to contribute administrative thinking in the areas of agency cost, systems analysis, taxes, and accounting simplification.

Applicants must have more than the average amount of ability and ambition. The rewards will be commensurate.

Submit resume (including photograph, if available) as to experience, education, compensation expected and any other information essential to a preliminary evaluation. All replies will be treated in strict confidence. Write:

Box 997, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

BIRCH *Personnel Service, Inc.*

The Midwest's outstanding placement service for Adv. • Art & allied fields.

By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

Fine, Fast, Fairly Priced Photography

pics photographers

DEARBORN 2-1062
187 NORTH LASALLE STREET, CHICAGO 1, ILLINOIS

PUBLICITY CONVENTION COMMERCIAL INDUSTRIAL

ADVERTISING MAN— EXPERIENCED

We seek an experienced man to take over our entire advertising program . . . catalogs, flyers, merchandise aids, trade paper advertising. This man must have the ability to work with photographers, type setters, and printers. He must be a good layout man and artist. We want a go-getter —a fast mover! Ours is a highly competitive popular priced line in the Home Furnishing's Field. We are going all out for expanded markets in discount, department store, and chain store fields. If you are the man, write us in strict confidence. Give all details in first letter.

Box 984, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

INDUSTRIAL ADVERTISING MANAGER

Creative, able copywriter, know art and advertising production. Duties entail ad preparation, direct mail, brochures, specification sheets, house organ and agency liaison.

We sell large ticket equipment directly to the professional photographic and graphic arts trades and require a top notch man who can assume responsibility for creating, organizing and executing a complete program of selling this equipment by the printed and written word.

A basic knowledge of the photographic and graphic arts processes would be extremely helpful. To be sales minded is a requisite, as a supplemental job description could be direct mail sales manager. Salary would be more than adequate for the right man.

Send personal and professional resume, including past earnings, together with recent snapshot. Answer by mail only to:

Kenneth E. Becker, President
Calumet Manufacturing Co.
6550 N. Clark St., Chicago 26, Ill.

DON HARRIS NEEDS:

FOOD MARKETING, with top New York agency. 5 years national or regional sales management. Complete knowledge of food merchandising devices, including mechanics, ability to develop marketing promotion strategies basis field and market analyses and distinctive, practical plans. To 40. "Mid-five figures".

MARKETING RESEARCH. Graduate degree psychology, sociology or social psychology. Heavy experience with all accepted methods on wide variety of problems $14-16M

COPY, FOOD, print-broadcast. Can be young if exceptional ..... To $15M

TV-RADIO WRITERS:
Man, to 40. Varied product experience ..... $13-$15M
Man or Woman, food and varied ..... $11-$12M

COPY, industrial. Print, collateral... $10M

MEDIA/MEDIA RESEARCH near-trainees (2) for one of New York's biggest, best agencies. Wide-open opportunity for brilliant young men ..... OPEN

DON HARRIS, DIRECTOR
LOU PAETH, Associate Director
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson Blvd., Chicago • WA 2-9400

ADVERTISING AND MARKET RESEARCHER NEEDED

Large Chicago Advertising Agency needs trained/experienced research man at or near project supervisor level. Our employees know of this advertisement. Write fully in confidence enclosing resume to:

Box 993, Advertising Age
200 E. Illinois St., Chicago 11

NEED WEST COAST REPRESENTATION?

Experienced medium-sized San Francisco advertising agency can be your West Coast office. Complete agency service available. Principal will be visiting Chicago and New York shortly for appointments. Write:

Joseph Pedott Advertising Agency
693 Mission St., Suite 511
San Francisco 5, California

AGENCY WANTED

We are interested in buying a small agency (not retail) located any where east of the Mississippi. Capitalized billings between $200,000 and $500,000. Will buy outright and manage, or will retain principal on a consulting or full time basis. If you prefer, send specifics via your lawyer. All replies in strict confidence. **Box 986, ADVERTISING AGE, 630 Third Ave., New York 17, N. Y.**

ADVERTISING SALESMAN WANTED

A fine opportunity to handle a major territory for an outstanding business publication and work for a leading publishing organization in Chicago and vicinity. Industrial advertising space sales experience necessary. Write, in confidence, to:

Box 969, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.
giving background and qualifications.

BRIDGEHEAD FOR EUROPE?

THE BRITISH MARKET?

Medium sized British Agency seeks contact with equivalent American Agency for European Market operations on behalf of American clients. Specialists in technical and consumer durable accounts. Marketing, Product Design, Public Relations, Advertising, Audio Visual Selling facilities exist.

Write to Box 981, ADVERTISING AGE,
200 E. Illinois St., Chicago 11, Ill.

WANTED: MERCHANDISING MANAGER

We're looking for that one man who can spearhead a "revolution in retailing" for an already well-established and successful company that has aggressive plans for the future. If you are an idea man with a sound background in consumer hard goods, experience in creating and directing promotions, you may be that man. Background in market research and statistics also helpful. Salary is open. You would be working directly with the VP of Sales.

Box 995, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

CONSUMER AND INDUSTRIAL ADVERTISING DIRECTOR

Presently corporate director of advertising and p.r. for multi-division consumer and industrial mfg. with sales approaching $100,000,000. Successful record in print media; introduction of consumer products; sales training; annual reports; trade promotions; public speaking. Articulate, profit oriented. Seek greater opportunity. **Box 983, Advertising Age, 200 East Illinois St., Chicago, Ill.**

ADVERTISING AND SALES PROMOTION MANAGER

Young advertising man with practical experience in marketing as well as print, radio, tv buying; strong background direct mail and display copy, trade shows, presentation work. Wants challenging opportunity New York City or North Jersey.

Box 988, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

Publishers

Established representative invites publishers' inquiries regarding coverage of Middle-West territory. Since 1952.

James K. Millhouse
PUBLISHERS' REPRESENTATIVE
Palmolive Building, Chicago 11, Ill.

SPACE SALESMAN WANTED

Eastern territory. New York City headquarters. Leading business publication in active O.E.M. field. Experienced, successful business publication salesman, under 40 preferred. Substantial guarantee and commissions. Present salesman called into service, not returning to this territory. This is a permanent, profitable opportunity for the right man.

Box 982, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

LAYOUT ARTIST

Creative idea man with ability to do finished art and make type live. Knowledge of production desirable. We are an industrial advertising agency located in the Newark, N.J. area. We offer a starting salary in keeping with your ability and an opportunity to grow. Pleasant air conditioned offices, usual benefits and nice people.

Box 978, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

COPYWRITER

Creative freedom for versatile young writer with agency experience. Work on national print and regional accounts, also radio and TV. We're a rapidly growing AAAA agency. Excellent opportunity to grow with us. Salary open. Our staff knows of this ad. Send resume in confidence to: **Box 468, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.**

SUBSTANTIAL PUBLISHING HOUSE HAS OPENING FOR ASSISTANT TO SALES MANAGER. AS STAFF SUPERVISOR WOULD BE RESPONSIBLE FOR CONTRACT FULFILLMENT AND OTHER ADMINISTRATIVE DUTIES IN PUBLISHER'S ADVERTISING DEPARTMENT. GENERAL KNOWLEDGE OF MAGAZINE PRINTING DESIRABLE. MUST BE WILLING TO RELOCATE IN SOUTHWEST. FULL DETAILS IN FIRST LETTER PLEASE.

Box 960, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

TO AN AGENCY A. E.... LOOKING FOR

PARTNERSHIP!

One man agency-studio, serving blue chips plus small accounts, ready to explode! Strong art/copy talents, present dramatic growth potential for aggressive AE with some business. Plenty of new business prospects. If this fits you . . . let's talk partnership.

Box 992, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

GRAPHIC ARTS REP.

Desires connection with
• Engraver • Printer
• Art Studio • Top Photog
For Out-of-Town Coverage
Box 994, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

the copy shop MU 3-1455 270 madison/ny 16

COPYWRITING STUDIO Confidential Work

Add 26 copy experts to your staff—but not to your payroll—get a top creative team for a pre-agreed per-job fee.

Persuasive Communication any kind — any medium

MR. COMPANY EXECUTIVE

Spending $250,000 or more per year for advertising and printing production? Want to save $30-$50,000, or more? *I can do it for you!* You must be sincere in your resolve; for I am in my statement.

Box 958, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

EXPERIENCED ADVERTISING AGENCY EXECUTIVE AVAILABLE

Advertising agency executive, experienced in all fields of ad agency work both domestic and foreign, seeks position with Chicago, midwest, or foreign agency. Ability to speak German and some Spanish. Prepared to invest in agency that wants someone to operate in executive capacity and sell new business. Nominal salary required.

Box 996, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

MIDWEST ADV. SALES MANAGER

For major national magazine publishing company. Proven record selling dominant space advertising to national food and appliance accounts. Highly creative and experienced in group presentations. Age 38-42.

Box 991, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

ART DIRECTOR NEEDS NEW SHOES

Ten years in present agency connection and now toes are cramped. Prolific idea man. Racy roughs—crisp comps—well versed in all areas.

Box 985, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

TO A PUBLISHER

Who Wants A Good Space Salesman In Florida At Low Cost

This man is at present employed with a AAAA New York Advertising Agency. He is in no danger of losing his job. He is a thoroughly experienced advertising executive whose background includes space sales. He wants to move to Florida for family reasons—not for climate. He would prefer an incentive commission arrangement with a very modest drawing account. He can stand thorough investigation.

Box 980, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

WE WANT NEW ADVERTISING ACCOUNTS

We have added an able, experienced account executive who is just below the break-even point on billing. In time we can help him develop new business to turn a loss into a profit. But, we'd rather not wait. We can pay a generous income over a long period of time to someone who can bring in his accounts. Write in confidence, or, if you prefer, have your attorney write us.

Box 977, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

CREATIVE ACCOUNT EXEC

If you are truly an all-round advertising man; if you can plan advertising campaigns and collateral materials then also write the copy for major appliances; if you are experienced in consumer, trade and newspaper advertising; if you want to become an important member of a fast-growing creative agency; if you prefer to live near but not in Chicago . . . then, send us your resume and salary requirements right now.

Box 987, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

MARKET RESEARCH

Expansion and diversification of our marketing research activities requires an additional analyst for agricultural products. 3-5 years' experience in market research techniques, and agricultural background or education helpful. New York City headquarters.

Send full details of your education, background, experience & salary requirement to:

W. A. Thompson
Chas. Pfizer & Co., Inc.
235 E. 42nd Street New York 17, N. Y.

Pfizer

Admen's Judgment of Ads May Not Be Relevant to Public's Attitude: Cox

(Continued from Page 1)

much as the public does? Or is it that professionals are not concerned with quite the same problems as the consuming public?

"Another evidence of this disparity between professional and public opinion," Mr. Cox continued, "is that food and automobiles lead in the number of complaints received in the interchange, whereas drugs, proprietaries and personal products are away out in the front ranks of complaints in public studies."

■ He said that in order to keep tabs on public opinion, he has recommended that the Four A's compile and analyze all recent and responsible studies of public opinion about advertising, with particular emphasis on an analysis of media and product categories that are "worst offenders" and ad practices considered by the public to be most objectionable.

■ Advertising's image also accounted for a large share of the Four A's open sessions. One of the principal speakers was John L. Bricker, vp and marketing director of Foremost Dairies, who made an impassioned plea for admen to use their talents not only to sell products, but also "to sell Americans on honesty, integrity and morality.

"We work with the tools of communication that in a great measure make the American what he is," he said. "Our communication system is in large measure responsible for how Americans think, act and represent themselves. How well are we, who directly and indirectly influence this tremendous force, using it? I contend that we are using it in a manner about as miserable as possible."

Mr. Bricker said people in the ad business have "not an opportunity but an obligation" to improve national standards. "We are the greatest communicators and influencers in the world, and our sales records show it.

"But if Rosser Reeves can sell Anacin to relieve the common pains of headache, neuritis and neuralgia, can't he help sell Americans on honesty, integrity and morality? Can't we sell pride in our country; can't we teach children respect for authority and the advantages offered by our school system? We had better be able to, or we'll soon have nothing left," he said.

"We spend $10 billion to sell merchandise, but no program sells Americans on basic principles. [We spend] $10 billion on tv westerns, couples with monkeys for children, horses that talk, men in white coats, diagrams on deodorants and the important quarter-inch in smoking—ad absurdum.

■ "I don't say this is wrong," he continued, "but with all this time, energy, talent and money, can't we promote one hour a week or every two weeks for our people and our country?"

Mr. Bricker suggested that tv networks, agency people and the nation's leading advertisers cooperate in a weekly or bi-weekly telecast, aimed specifically at improving national values.

"This program would be one hour a week—prime time—all networks simultaneously, and presented with all the urgency, drama and impact of an 'Untouchables.' It would be endorsed by the President of the U.S.; written, directed and produced by the top talent this country has to offer; and underwritten by the networks and leading advertisers who, if we must be mercenary, have the greatest stake in the rebirth of American pride, integrity, honesty, morality and purpose," he concluded. #

Marshall Mrs. Pearson Pearson

POOLSIDE PARLEY—*On hand for the Four A's regional meeting were Burt Marshall, Sunset Outdoor Advertising, and Mr. and Mrs. Harry Pearson, McCarty Co. Washington, all of Seattle.*

YOU CAN'T SELL THE ISOLATED AKRON 1 BILLION 613 MILLION DOLLAR MARKET WITHOUT THE AKRON BEACON JOURNAL

Akron's big. It's rich and, best of all, it can be completely sold at one low cost by placing your sales messages in its ONE and ONLY Daily and Sunday newspaper.

NOW AVAILABLE...

YOUR CHOICE OF THREE CONTRACT PLANS OFFERING DISCOUNTS UP TO 24%

Plan #1 Bulk Contract Discounts
Plan #2 Continuity-Impact Discounts
Plan #3 Full-Page Contract Discounts

For full information write The Beacon Journal General Advertising Department or call your nearest Story, Brooks & Finley office.

NOW READY FOR DISTRIBUTION
NEW 1961-1962 TOP TEN BRANDS CONSUMER INVENTORY

A personal Consumer Inventory Survey consisting of 130 different categories with brand profiles by income, age and number of persons per household. A complete profile of your products compared with competition.

IF YOU WANT TO SELL AKRON, DO IT THE COMPLETE, ECONOMICAL WAY. Akron's ONLY Daily and Sunday newspaper offers ROP spot and full color in all issues. Rotogravure, Comic and TV Guide Sections on Sunday. Let us tell you the complete Akron story.

TOTAL BEACON JOURNAL CIRCULATION
Daily 167,686 Sunday 178,613

AKRON BEACON JOURNAL
JOHN S. KNIGHT, President and Editor
Represented Nationally by STORY, BROOKS & FINLEY

Growth Problems?

HERE you can get completely new offices—constructed to your plans—at surprisingly low rental. Space to grow—modern—very handy location. Prestige at low cost.

35 EAST WACKER AT WABASH

McCORMICK BEATTY COMPANY... HA 7-6560

Advertisers in This Issue

The following list of advertisers in this issue is published solely as a convenience. While every effort is made to maintain accuracy and completeness, last minute changes may occasionally result in unavoidable omissions or errors.

Advertising Age	38, 88-89
Advertising Checking Bureau	104
Akron Beacon Journal	116
American Broadcasting Co.	14-15
American Home	24-25
American Machinist/Metalworking Manufacturer	66-67
Ann Arbor News	40
Architectural Forum	41
Architectural Record	84-85
Arizona Republic, Phoenix Gazette	113
Associated Business Publications	82-83
Atlantic City Press	60
Automotive News	47
R. H. Bacon	46
Baltimore News Post	8
Barr Rubber Products	46
Bay City Times	42
Bloomington Pantagraph	44
Booth Michigan Newspapers	56
Boston Herald Traveler	20
Boys' Life	77
Bridal-Pax	4
Burgoyne Index	108
Burrelle's Press Clipping Bureau	26
Business Week	61
E. A. Carey	72
Carey Press Corp.	80
Cedar Rapids Gazette	111
Chemical Week	53
Chicago Sun-Times and Daily News	55
Chicago Tribune	95
Chilton	28-29
Colind Photography	79
Consolidated Water Power & Paper Co.	81
Consumers Institute	60
Copley Newspapers of Los Angeles	107
Denver Post	62-63
Design News	73
Detroit Free Press	26
Detroit News	69
El Paso Broadcasters	118
Electrical Merchandising	6
Electronic News	11
Elks	22
Fargo Forum	64
Farm Journal	127
Farmer-Stockman	64
Flint Journal	44
General Outdoor Advertising	65
Georgia Group	38
Glamour	97
Godbolds	50
Grand Rapids Press	46
Greenville News & Piedmont, Columbia State & Record, Charleston News & Courier and Post	86
Haberule	68
Heating, Piping & Air Conditioning	80
Hitchcock Publishing Co.	58-59
House Beautiful	43
Houston Post	31
Inpak Systems	64
Institutions	21
International Science & Technology	35
Jackson Citizen Patriot	48
Kalamazoo Gazette	50
Kansas City Star	23
KRNT	72
Lake Shore Drive Hotel	56
Clint Leap	72
Lettershop	56
Life	119
Look	5
McCall's	120
McCormick Beatty	116
McGraw-Hill Book Co.	86
McGraw-Hill Publishing Co.	70-71
Medical Economics	30
Milwaukee Journal	34
Miniature Flip Book	52
Minneapolis Star and Tribune	9
Minnesota Mining & Manufacturing Co.	52, 113
Montana Advertising Group	42
Municipal Group	48
Muskegon Chronicle	52
National Future Farmer	50
New Equipment Digest	111
New York Times	99
New Yorker	93
Newspaper Agency Corp.	68
Orchids of Hawaii	54
Orlando Sentinel-Star	106
Parade	90
Parents'	51
People's Broadcasting Corp.	36
Philadelphia Bulletin	34
Post Sign Co.	64
Purchasing	45
Purchasing Week	100
Reader's Digest	87
Riverside Press and Enterprise	118
Saginaw News	54
San Bernardino Sun-Telegram	85
San Jose Mercury and News	78
Saturday Evening Post	27
Sawyer's	84
Skipper	103
Statistical Tabulating Corp.	103
Tacoma News Tribune	4
Thomas Publishing Co.	49
J. Walter Thompson	18-19
Time	32-33
True	36-37
TV Guide	13
U. S. News & World Report	74-75
Wall Street Journal	57
Washington Post	17
WAVE-TV	118
Western Horseman	54
Western Union Telegraph Co.	39
Westways	108
Winston Salem Journal and Sentinel	78
WJAC-TV	108
WLOS	79
WOC-TV	103
WRC	106
WSB	104
WSBT	30
WTRF-TV	48
WWTV	22

HOW WE DO IT—*Members of the National Federation of Advertising Agencies give advice to each other during a two-day meeting of the eastern division in Washington on cost accounting, effectiveness of special premiums and market research. Shown here are, standing left to right, John Pearl, NFAA; Charles Harrison, Lester Harrison Inc., New York; Stanley Elkman, Elkman Advertising Co., Philadelphia; Louis E. Reinhold, Richmond Advertising Service, Brooklyn; George B. McHenry, McHenry Advertising, Greensburg, Pa. Seated, clockwise, are John A. Horton, Horton, Church, Goff, Providence; Jack Goldman, Goldman & Walter, Albany; Tally Embry, Tally Embry Inc., Miami; Norman Tillman, Goldman & Walter; George Lieberman, Ritter-Lieberman, Allentown, Pa.; Norman Myers, Hays Advertising Agency, Burlington, Vt. (guest); Martin Ritter, Ritter-Lieberman, Allentown; and Harold Black, Little & Co., Newark (guest).*

Full Reports Can Help Agencies Keep Accounts, Giles Says

WASHINGTON, Oct. 17—Members of the eastern division of National Federation of Advertising Agencies were advised here a week ago that rigorously-maintained systems of conference reports can be highly important in helping an agency serve—and keep—its clients.

In a discussion of "How to Get & Hold New Business," Ernest T. Giles, retired senior vp of Ketchum, MacLeod & Grove, Pittsburgh, said account executives leave and take accounts with them because "agencies form within the nucleus of existing agencies." By insisting that every account executive give complete reports on the status of each account, he said, management can make sure that no executive is stronger than the agency itself.

The use of a system of this kind has been tested effectively at KM&G and Fuller & Smith & Ross, he said. "Nobody has ever left KM&G or F&S&R to go for themselves," he said.

■ The meeting of the eastern division was one of three regional fall meetings of the network now under way. Earlier, the central division met in Chicago. Last week, the western division held their meeting in Beverly Hills.

Mr. Giles said every phone call, every meeting, every new job must be recorded in a system of minutes. From these records, the agency knows the state of all the work under way in each account.

One special use of the records, he said, is to provide clients with a "monthly statement" of where the account stands. This continuous accounting also assures that service will continue in the event some of the key personnel are lost.

■ Among the other subjects discussed at the two-day meeting was the "integration" of public relations service in a small agency. Earle Palmer Brown, Earle Palmer Brown Associates, Washington, said "integrated" public relations specialists give the small advertising agency "versatility." He recommended that agencies pay more attention to "financial public relations," including stockholder relations, and assistance to clients in the marketing of securities.

Beverly R. Lawler, Atlantic National Advertising Agency, Norfolk, recommended an independent public relations affiliate. He reported the existence of an independent pr affiliate can be a "good selling point" in soliciting business. Mr. Lawler reported the pr fee system often makes the separate operation more profitable than the advertising affiliate. #

Compton Appoints Six

Six persons have been added to the creative staff of Compton Advertising, Chicago. The new staffers, their titles and previous affiliations are Terry Burnside, assistant to creative director of Chicago operations, formerly with Foote, Cone & Belding; Robert S. Darling, copywriter, previously with MacFarland, Aveyard & Co.; Robert Gross, tv producer, formerly with Meridian Films Ltd.; Milton Houston, tv producer, previously with Doyle Dane Bernbach Inc.; Allan Kurtzman, copywriter, formerly with FC&B; Rose Ann Shearin, copy group head, previously with J. Walter Thompson Co.; and Howard Swenson, art director, formerly with Leo Burnett Co.

Burson-Marsteller Names O'Reilly General Manager

Burson-Marsteller Associates, pr affiliate of Marsteller Inc., Chicago, has appointed John N. O'Reilly vp and general manager. Mr. O'Reilly, formerly vp of Daniel J. Edelman & Associates, succeeds Harry Henderson, vp, who will handle special corporate public relations projects and creative planning.

D'Arcy Adds Lufthansa Unit

Lufthansa Airlines has moved the international portion of its advertising account to D'Arcy Advertising, New York, effective Jan. 1. The agency has been handling U.S., Latin American and Canadian advertising. The new portion will increase Lufthansa billings about 25%-30%, D'Arcy reported. The account previously was handled by several small overseas agencies.

Urban Joins Benrus

Charles J. Urban has joined Benrus Watch Co., New York, as vp, marketing. Mr. Urban was formerly marketing manager of Bryant Electric Co., subsidiary of Westinghouse Electric Corp.

Haynes to Armstrong-Warden

Muriel Haynes, formerly with Compton Advertising, New York, has joined Armstrong-Warden Ltd., London agency, as a television consultant.

Nielsen Network TV

Two Weeks Ending Oct. 1, 1961

Copyright by A. C. Nielsen Co.

*Nielsen Total Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Sing Along with Mitch (Several sponsors, NBC)	16,462
2	Bonanza—1 hr. avg. (Chevrolet, NBC)	16,087
3	Garry Moore Show (Oldsmobile, S. C. Johnson, R. J. Reynolds, CBS)	14,867
4	Wagon Train (R. J. Reynolds, National Biscuit Co., NBC)	14,258
5	Perry Mason Show (Several sponsors, CBS)	13,976
6	Gunsmoke—10:30 p.m. (S. C. Johnson, CBS)	13,836
7	87th Precinct (Several sponsors, NBC)	13,601
8	Rawhide (Drackett, Colgate, CBS)	13,554
9	Saturday Night at the Movies (Several sponsors, NBC)	13,554
10	Ed Sullivan Show (Colgate, Kodak, CBS)	13,413

PER CENT OF TV HOMES REACHED

Rank	Program	Homes (%)
1	Sing Along with Mitch (Several sponsors, NBC)	35.1
2	Bonanza—1 hr. avg. (Chevrolet, NBC)	34.3
3	Garry Moore Show (Oldsmobile, S. C. Johnson, R. J. Reynolds, CBS)	31.7
4	Wagon Train (R. J. Reynolds, National Biscuit Co., NBC)	30.4
5	Perry Mason Show (Several sponsors, CBS)	29.8
6	Gunsmoke—10:30 p.m. (S. C. Johnson, CBS)	29.5
7	87th Precinct (Several sponsors, NBC)	29.0
8	Rawhide (Drackett, Colgate, CBS)	28.9
9	Saturday Night at the Movies (Several sponsors, NBC)	28.9
10	Ed Sullivan Show (Colgate, Kodak, CBS)	28.6

*Nielsen Average Audience***

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Bonanza—1 hr. avg. (Chevrolet, NBC)	13,544
2	Sing Along with Mitch (Several sponsors, NBC)	13,226
3	Gunsmoke—10:30 p.m. (Remington Rand, General Foods, CBS)	12,898
4	Garry Moore Show (Oldsmobile, S. C. Johnson, R. J. Reynolds, CBS)	12,429
5	Red Skelton Show (Sinclair, S. C. Johnson, CBS)	12,194
6	Gunsmoke—10:00 p.m. (Remington Rand, General Foods, CBS)	12,006
7	Hazel (Ford, NBC)	11,960
8	Perry Mason Show (Several sponsors, CBS)	11,584
9	Real McCoys (Procter & Gamble, ABC)	11,491
10	Wagon Train (R. J. Reynolds, National Biscuit Co., NBC)	11,209

PER CENT OF TV HOMES REACHED

Rank	Program	Homes (%)
1	Bonanza—1 hr. avg. (Chevrolet, NBC)	28.9
2	Sing Along with Mitch (Several sponsors, NBC)	28.2
3	Gunsmoke—10:30 p.m. (Remington Rand, General Foods, CBS)	27.5
4	Garry Moore Show (Oldsmobile, S. C. Johnson, R. J. Reynolds, CBS)	26.5
5	Red Skelton Show (Sinclair, S. C. Johnson, CBS)	26.0
6	Gunsmoke—10:00 p.m. (Remington Rand, General Foods, CBS)	25.6
7	Hazel (Ford, NBC)	25.5
8	Perry Mason Show (Several sponsors, CBS)	24.7
9	Real McCoys (Procter & Gamble, ABC)	24.5
10	Wagon Train (R. J. Reynolds, National Biscuit Co., NBC)	23.9

* Homes reached by all or any part of the program, except for homes viewing only one to five minutes.

**Homes reached during the average minute of the program.

Computer May Solve Problems of Media Selection: Coleman

CHICAGO, Oct. 17—The media scheduling of national advertising campaigns in the future may be done with the aid of computers to get optimum results, according to James S. Coleman, member of the research board of Simulmatics Corp., New York, chairman of the social relations department at Johns Hopkins University.

He told a session of the American Assn. of Advertising Agencies central region meeting last week that the problem of determining size of media audiences for campaigns will soon be solved by computer simulation.

■ "Out of the use of this device," he said, "will come advertising campaigns far more complex than present ones in their use of different media, different formats in the same media, regionalization, and the use of local media. The most efficient campaign may be one too complex to be devised without artificial aid."

The Simulmatics "media mix model" is capable of giving expected circulation figures for hypothetical advertising campaigns, he said. "Thus numerous different combinations of media can be experimented with, not in the field, but on the machine."

■ Don Calhoun, of Jack Tinker & Partners, the experimental creative subsidiary of Interpublic Inc., surveyed some of the areas in which the group is working, including research, journalistic advertising and new forms of media.

"But perhaps the most important experiment of all," he said, "lies in what is simply a new approach to creative working conditions.

"In many agencies the brightest people eventually are promoted up and out of the work they do best. The budding Leonardo da Vincis, Hemingways and Gallups end up as department managers and budget balancers.

"Our experiment in effect provides a home for people who couldn't care less about managing, or answering phones that never stop ringing, or the constant daily race that eats up time, leaving you nights and weekends to try to catch up on the work you'd really like to do," Mr. Calhoun said. "Here we are free to concentrate all our energies on purely creative problems." #

Trans-World Folds; 'Power Drive' May Resume

Trans-World Publishing Co., Cleveland, has filed a petition in bankruptcy, listing assets of $38,169 and debts of $39,062. One of its two publications, *Global Technology*, was published from April to August this year; a second, *Global Electronics*, was never published.

Power Drive Engineering, a bimonthly whose management Trans-World took over in association with its original publisher, Berne Keough, has been suspended. It is expected to revert to Mr. Keough and resume publication.

'Newsweek' Will Raise Prices

Newsweek, New York, will raise its subscription prices by 16% to 22% beginning next March 1. One-year subscriptions will be advanced from $6 to $7, two-year subs from $9 to $11, and three-year subs from $12 to $14.

Century Electric to Ruther

Century Electric Co., St. Louis, has named Bob Ruther & Associates, St. Louis, to handle its advertising, effective Jan. 1. Marsteller Inc. handled the account until recently. The account reportedly bills under $100,000.

A BLEND OF 750,950 CONSUMERS

El Paso, big 5th city of Texas, is the buying center for two states and two nations. 750,950 consumers in southern New Mexico, West Texas, and Juarez, Old Mexico's 4th largest city, look and listen to El Paso for buying news. El Paso Broadcasters deliver 100-proof coverage of this vital market that rates well within the nation's TOP FIFTY. Buy El Paso, Texas, and help yourself to the Big 5th.

EL PASO BROADCASTERS:
KELP-TV / KELP / KHEY
KIZZ / KROD-TV / KROD
KSET / KTSM-TV / KTSM
XEJ-TV / XEJ / XELO

This Week in Washington . . .

Dixon Aims FTC Enforcement Guns; Puts Less Stress on Explaining Stand

By Stanley E. Cohen
Washington Editor

WASHINGTON, Oct. 19—Advertising men are constantly urging the members of the Federal Trade Commission to say, in plain language, what is legal and what isn't. The flareup which occurred last week when the commission was hearing oral arguments in the Colgate-Palmolive Rapid Shave "sandpaper" case (AA, Oct. 16) shows why this is a thorny problem.

In an effort to help harassed admen, former Chairman Earl Kintner had repeatedly promised that FTC will not concern itself with non-deceptive "mockups" that are necessary solely because of tv's technical limitations. This is tossed back at FTC every time a tv commercial is challenged. Last week, Chairman Paul Rand Dixon lost his patience and warned that no matter what a commissioner may say, FTC can't be bound by it.

Worded this way, this was, of course, a shocking statement. Mathias Correa, attorney for Colgate-Palmolive, was properly outraged. "Business men would indeed be in a bad fix," he exclaimed, "if they cannot rely on the promises of FTC commissioners."

■ Only in recent years have any FTC commissioners promised anything. Traditionally, commissioners have been frustratingly uncommunicative. On the rare occasions when they accepted a speaking engagement, their remarks were starkly unenlightening. Normally witty and charming commissioners stood deadpan to deliver speeches that were little more than a recital of the commission's statutory duties and statistical record, lifted almost verbatim from the FTC annual report. If something more profound was in order, the alternative was a speech loaded with deadly quotations from past decisions of the commission and the courts.

At least two obvious factors accounted for this reserve.

■ One of these reflected the human frailties of commissioners. Many had achieved prominence as workers in the political vineyards. On a platform, they feared that they instinctively might seek to be pleasant and agreeable, ending up by promising more than their fellow commissioners would be willing to deliver.

• The other factor reflected the human frailty of the advertiser. He not only wants to hear plain language from a commissioner, but he wants to hear plain language which says it is all right to do exactly what he has in mind. In such situations the listener has a tendency to ignore the "buts" and "ifs," and hear only that part of the statement which he wishes to hear.

■ Former Commissioner Lowell Mason was among the first to brush aside traditional restraints. Under Earl Kintner, however, the commission for the first time had a chairman who systematically took the commission's story to the business men who wanted to know more about it.

Mr. Kintner profoundly believed that FTC best served the public when it helped business men avoid trouble, instead of standing by, waiting for them to wander into forbidden areas. In press interviews and on lecture platforms he discussed FTC policy clearly and forcefully. Under his direction, FTC for the first time put real emphasis on guides which spelled out do's and don'ts in the advertising field, in language which no honest business man could misunderstand.

■ Although Chairman Dixon has now been on the job seven months, admen still know relatively little about him. He has been busy remolding FTC along more efficient procedural lines. His efforts in this direction have received almost universal approval here.

Last week, for example, FTC created a new post, which is likely to be of unusual importance. As program review officer, Frank Hale, a staff attorney with many years of experience, is supposed to measure the commission's performance against the needs of the economy. On the basis of his reports, the chairman hopes to channel manpower and money into the areas where it will do the most good.

This decision to have a single, independent program review officer demonstrates Chairman Dixon's ability to stand up to pressure. Within FTC, the "old guard" hoped the review assignment would be entrusted to a council composed of top division chiefs. Obviously the chairman sensed that these interested parties could hardly be sufficiently objective to give their own bureaus low performance marks.

■ Under the new chairman, a deceptive calm has settled over the work of FTC. Some of the questioning at the Colgate-Palmolive hearing last week suggests that the calm is only temporary.

Soon after taking office, Chairman Dixon made it clear that he intended to talk less, and do more. But he had a considerable amount to say at last week's Colgate-Palmolive hearings. Once he lashed out at tv demonstration commercials as a "shill game." "It is like pulling rabbits out of a hat," he declared.

In reality, his statement that FTC isn't bound by anything that the commissioners say in speeches is likely to be less significant than Mr. Correa suggested. When he popped off, the FTC chairman was reminding the business world that the law, rather than the off-the-cuff remarks of commissioners, determines the advertising practices which are permissible and those which are not.

■ One of the reasons FTC commissioners get into trouble when they generalize is that the circumstances vary with the individual ad. Though mockups may be harmless under some circumstances, Chairman Dixon and his colleagues must still decide whether the particular mockup used for Rapid Shave resulted in a material deception.

In an indirect way, the chairman was emphasizing that it is self-deceiving for admen to cling to a generality from a speech or article signed by any FTC commissioner. The law provides the test, and the courts measure the commission's actions against the law. No FTC commissioner can give immunity; and if the ad is not false and deceptive, no commission can strike it down. #

NEW JAR—*This is a page from a brochure which Squire Dingee Co., Chicago, is sending to its customers to introduce its new pint "table service" jar for three of its varieties of Ma Brown pickles.*

Dodge Names Lott to New Post

Dodge division of Chrysler Corp. has named Doyle W. Lott manager of advertising, sales promotion and training for Dodge trucks, a new position. Mr. Lott has been a vp of Electrographic Corp. for the past year; before that he was a vp and account supervisor of Grant Advertising in Detroit, and an account executive with William Hart Adler Inc., Chicago. From 1947 to 1955 he was director of advertising, sales promotion and public relations for Reo Motors, Lansing. Mr. Lott reports to David R. Crandall, recently named director of truck marketing for Dodge. Richard Goodwin continues as advertising manager, trucks.

Peterson Joins Fredricks

Robert F. Peterson has joined Fredricks & Co., New York agency, as an account executive. Mr. Peterson has been doing free lance public relations work for the past three years.

Stammer Succeeds Seward

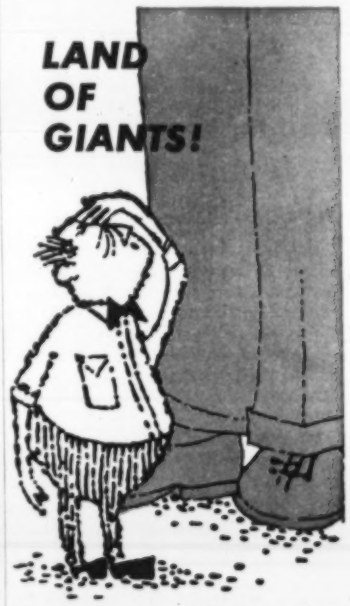
Stanley P. Seward, vp, director and manager of the D'Arcy Advertising Co. office in Cleveland, will retire at the end of the month. He has been with the agency 24 years. Mr. Seward will be succeeded by Newt Stammer, another D'Arcy vp, currently working in the New York office. Mr. Stammer has been with D'Arcy 10 years. He now is vp and coordinator on the General Tire & Rubber account. Vern Eastman, vp and manager of D'Arcy's West Coast operations, will temporarily assist Mr. Stammer and act as creative head of the Cleveland office.

Reach 28.8% more GROCERY SHOPPERS with WAVE-TV

—who buy 28.8% more food products in Kentucky and Southern Indiana!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., July, 1961.

WAVE TV
CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
THE KATZ AGENCY, National Representatives



Sales Giants, that is . . .

This describes, in a phrase, the Independent Standard Metropolitan Area of San Bernardino and Riverside Counties, California's 4th largest market, and the 29th largest market in the United States! A booming community of *proven buyers!* . . . whose Effective Buying Income last year exceeded $1.4 BILLION! An exploding community whose population increase in the last decade has been 12th largest, numerically, in the Nation! In gasoline sales, 18th in the U. S.! The land of America's most glamorous resorts, center of industry, mining and military establishments. If you're not getting your share of this fabulous market, there's only one way to reach it! Through the two newspapers which saturate it with unduplicated coverage and which have helped make Metropolitan San Bernardino-Riverside the LAND OF SALES GIANTS!
Source:
1960 Survey of Buying Power

RIVERSIDE
PRESS-ENTERPRISE
Represented Nationally by Newspaper Marketing Associates.

SAN BERNARDINO
SUN-TELEGRAM
Represented Nationally by Cresmer and Woodward Inc.

Nikolai Lenin

THE NATURE OF COMMUNISM

Today, the 22nd Communist Party Gongress is still meeting in Moscow—to further its "open plot to rule the world."

Today, the thirty-six million members of Communist parties in the world already control the lives and destinies of one billion people.

Today, it is more vital than ever for Americans to understand the nature of the enemy—his beliefs, his plans, his progress—and what we can do to stop him.

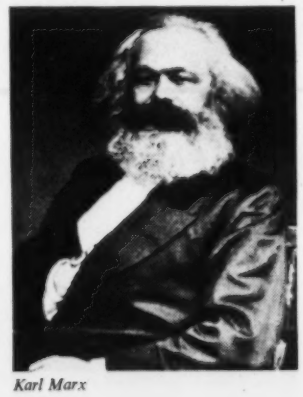
LIFE in the October 20th issue begins a major new series on Communism. Part I shows how Communism has been transformed from a philosophic cloud to an intercontinental missile. 13 pages of pictures, plus 5,000 words of text by LIFE's chief editorial writer, John Knox Jessup, give you a clearer understanding of the original philosophy of the German Karl Marx; how Lenin changed it to further his Russian Revolution; the tyranny now spreading all over the world.

Part II will deal with the techniques and goals of today's Number One Communist—Nikita Khrushchev. Part III will propose methods of counterattack.

This is a series every American should read—presented with depth and urgency that you find only in LIFE. It is a most timely example of how LIFE makes a complex subject clear to millions.

Today, more than ever, LIFE is a Great Magazine of History and Civilization, of Events and Politics.

Red Army atrocities during Civil War of 1917-21



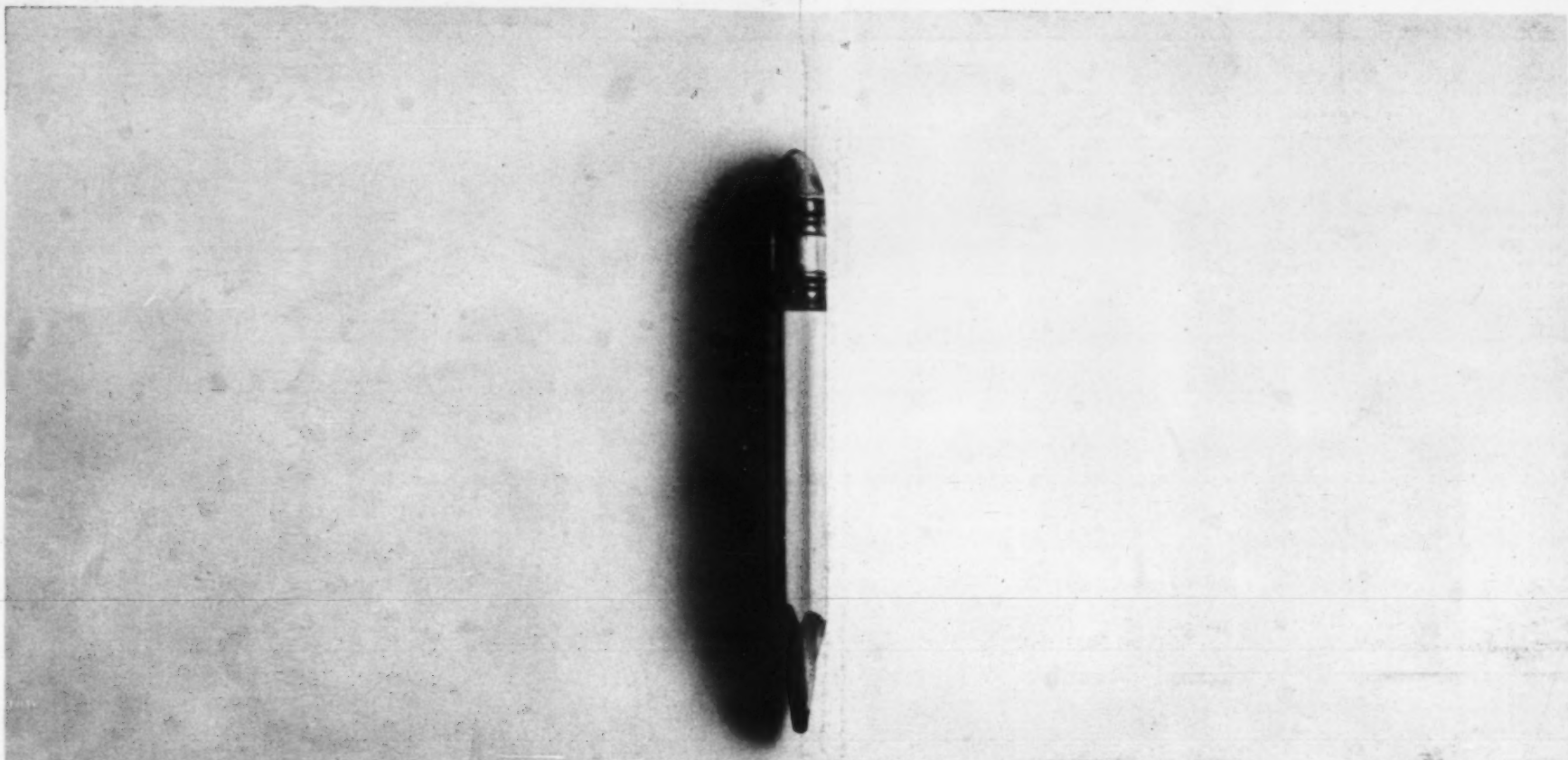
Karl Marx

Says Lee H. Bristol, Chairman of the Board of Bristol-Myers, "A magazine which is read by the vast number that LIFE reaches has a great responsibility. Your new LIFE has met that challenge nobly, not only in balanced news coverage, but in your editorials, too."

Says Roger H. Ferger, Publisher of the Cincinnati Enquirer, "Your redesigned LIFE magazine and the added depth in coverage you have given it, as well as its increased objectivity, make it more of a 'must' for readers who want to be informed."

Says motion picture producer David O. Selznick, "LIFE has long offered a window through which to see the world in all its beauty and terror. The new format expands the view and supplies a perceptive guide."

LIFE



NO MATTER HOW YOU FIGURE IT, McCALL'S IS #1 IN ADVERTISING IN THE WOMEN'S SERVICE FIELD

FROM JANUARY THROUGH OCTOBER, THIS IS HOW ADVERTISERS RATED THE THREE MAGAZINES:

		McCall's	LHJ	GH
	in advertising linage . . .	589,200	424,900	342,500
or	in advertising columns . . .	3,466	2,499	2,395
or	in advertising pages . . .	866	625	798
or	in advertising revenue . . .	$31,192,000	$22,550,000	$17,100,000

And, advertiser investment in McCall's during the first ten months of 1961, over the same 1960 period, is up 24%!

Source: Space and revenue estimates based on latest PIB records and issue handcounts.